the 2009
fall conference

XyUser
GROUP

Charleston

francis marion hotel
charleston, south carolina
october 4 through 7, 2009

the 2009 fall conference charleston

Registration

In recognition of the current challenging economic environment, the XyUser Group is pleased to announce that registration fees will remain the same as last year's conference. In addition, we have negotiated a room rate that is less than the previous five years, while still offering excellent accommodations.

The registration fee for this year's conference is $950 each for XyUser Group members and $1,350 for non-members. The final deadline for registration is Friday, September 4, 2009; however, if you register and pay by Friday, July 31, 2009 the discounted cost is $875 per person.

Registration fees cover: a welcome reception on Sunday evening; breakfast and lunch each day, as well as coffee breaks during the day; a special activity on Monday night that includes dinner; and admittance to all conference sessions, except for the mini-clinics on Sunday.

These mini-clinics are optional and require an additional $250 per person, which includes all materials and lunch on Sunday. The workshops run from 10:00 am to 4:00 pm.

Payment will be accepted by check, credit card or wire transfer. If more convenient, you may pay by credit card at our secure online link. Registrations must be completed online at www.xyug.org, under Conferences/Fall 2009. Or you may go directly to the registration form at www.xyug.org/public/2009FallConferenceRegistration.htm. If payment online is not convenient for you, you may send a check or credit card details to:

XyUser Group
Bob Carr, Executive Director
12310 129th Street N.
Largo, FL 33774-3507 U.S.A.
727.596.1543 (fax)

If you have questions please call Bob at 727.593.5758 or 727.515.8495 or send a message to bob.carr@xyug.org.

Hotel Reservations

The deadline for making hotel reservations is Friday, September 4, 2009. After that date, the hotel cannot guarantee the special XyUser Group room rate.

Single or double rooms for XyUser conference attendees are $149 (single or double) per night plus 12.5% local and state taxes. To directly reserve a room you may call the hotel direct at 877.756.2121 (mention the XyUser Group Conference). Or you may book online at www.francismarioncharleston.com. (Please refer to the detailed instructions accompanying this brochure.)

The hotel will guarantee this rate for 3 days before and 3 days after the conference dates **provided traditional rooms are still available**.

Transportation

Several airlines offer a direct service to Charleston International Airport (CHS). Amtrak also operates to Charleston. From the airport to the hotel by taxi is approximately $25.

Contact

Should you have any questions or need assistance with your conference registrations, please contact Bob Carr, Executive Director, XyUser Group, at bob.carr@xyug.org or by telephone at 727.593.5758 or by fax at 727.596.1543. You may also reach Bob on his cellular phone at 727.515.8495.

why you should attend
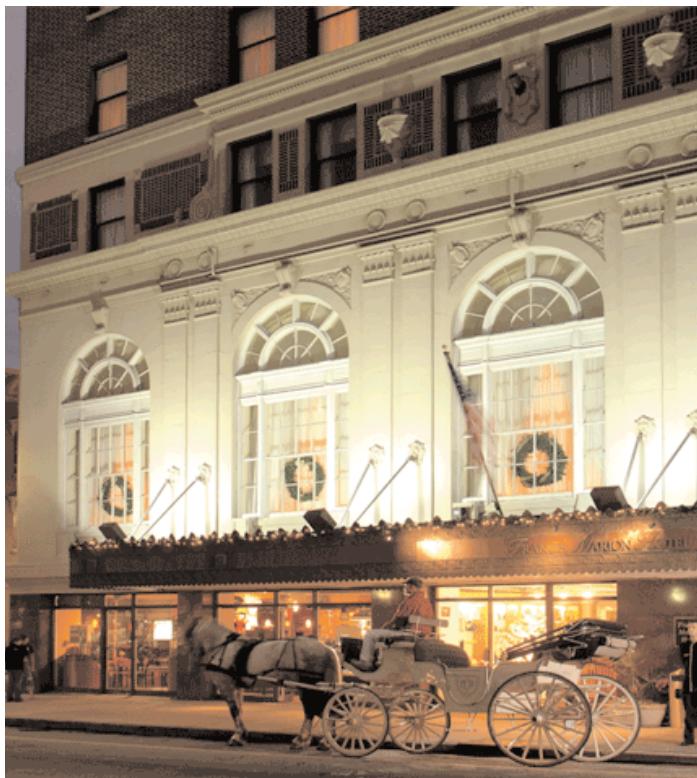
The Fall Conference is *the* place to learn practical XPP and Contenta skills in a fast-paced, focused environment. Industry professionals lead sessions geared towards accelerating productivity and increasing practical knowledge. You will hear real-world examples of technology in action and learn about industry trends. XyEnterprise presents product updates and welcomes feedback on your needs for the future.
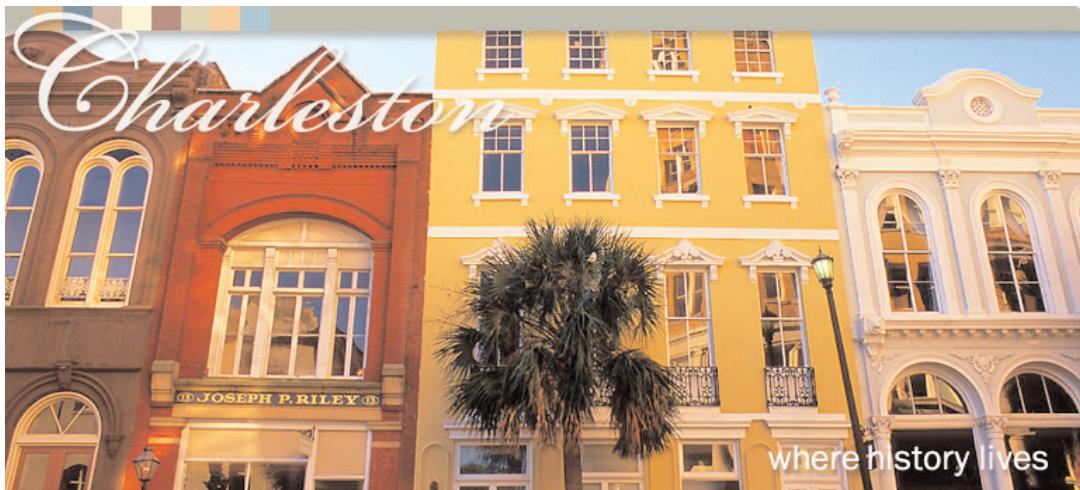
The 2009 Conference features three mini-clinics that will extend your expertise with Contenta tools, XPP styles, and Perl programming. The main agenda will take place Monday through Wednesday and will include informative and lively sessions on topics

such as: XPP and Contenta Product Updates, Case Studies and Wish Lists; Contenta Administration; XPath; XyDiff; Web Interfaces and Web Services; XyPerl; Multilingual Publishing; Transformation Methods; XML, XML-FO, and XSLT ... and many more.

The XyUser Group is an active and open community creating synergy by sharing ideas and addressing real-world issues. When you attend the 2009 Conference, you can learn how to leverage data and product strengths, influence future XyEnterprise software releases, meet colleagues from around the world, hear about the latest software releases from XyEnterprise, and talk directly to XyEnterprise technical staff.

Charleston

where history lives

For much of the past 50 years, describing the Charleston experience has been easy. It is, after all, America's most beautifully preserved city, where cobblestone streets wind past antebellum homes, and soaring church steeples watch over its harbor. It has been, for decades, a place to inspire poetry, where horse drawn carriages offer a history's eye-view of the Old South, and a simple stroll across town reveals beauty around every corner.

The Citadel is a landmark in Charleston and South Carolina that is noted for its educational reputation as well as its rich history. Founded in 1842, The Citadel has an undergraduate student body of about 2,000 students who make up the South Carolina Corps of Cadets. Another 1,000 students attend The Citadel Graduate College, a civilian evening program that offers graduate and professional as well as undergraduate programs.

Other landmark attractions include Fort Sumter, the South Carolina Aquarium, the Aircraft Carrier Yorktown, the Confederate submarine Hunley, the famous horse drawn carriage tours and its famous beaches.

conference schedule for sunday, october 4

Mini-Clinic 1: Contenta Tools
Harvey Greenberg, XyEnterprise
Calhoun Room

This mini-clinic provides an introduction to the Contenta API and lays the foundation for participants to begin their own exploration. The session starts with how to set up a tool and interpret command line argument, how to connect to the database, and how to interpret and act upon the server's response to commands. We then walk through examples of client tools, server tools, triggers, and web tools. New this year will be presentation of code blocks to do common tasks such as reading and writing property lists, and the search and e-mail objects. Code samples will be presented in Perl, Java/JSP, and Visual Basic. Although programming skills in these languages are not absolutely required, participants should be familiar with software design and development.

Mini-Clinic 2: XSLT
Bart Terryn, Grafikon
Laurens Room

Every XPP installation comes with a built-in XSLT transformation engine that makes XSLT as easy to use as Xychange. Learn to use this powerful tool by understanding how XSLT works and how it can help you in transforming XML instances more efficiently. We will work through the essentials of XSLT syntax as well as how an XSLT engine works. By the end of this mini-clinic you should now be able to start building your first XSLT stylesheets and use them in your XPP workflow. We will also briefly touch on the exciting new possibilities that come with XSLT 2. A CD with a copy of the XPP XSLT engine (Windows version) as well as example files will be available, so feel free to bring your laptop.

Mini-Clinic 3: XPP Styles by Design
Joshua Faigen
Rutledge Room

Why settle for "Well, it doesn't look horrible" when you can use XPP to its full typographic advantage to produce documents that are more readable, more legible, more efficient, more amenable to style development, and more beautiful? We'll take on page design, pair kerning vs. tracking, ligatures and pseudofonts, the elegance of Hyphenation and Justification (proper adjustment of variable spacebands and rules of justification), getting the leading right, the best way to "squeeze" type, *the Eternal Mysteries of Vertical Justification*, font stuff, and we'll even talk a little type history. Come with samples, come with questions, come with errata, and come with arcana. Remember: typography can be fun!

Registration and Reception
Gold Ballroom

conference schedule for monday, october 5

7:30 to 8:30 am	*Registration and Breakfast* *Colonial Ballroom*
8:30 to 10 am	**XyEnterprise Update with Kevin Duffy, Mark LeBlanc and Carol Bumbaca** *Colonial Ballroom*
10 to 10:30 am	*Coffee Break*
10:30 am to noon	**Session 1a,b Contenta Product Update** *Calhoun Room* **Session 1c,d XPP Product Update** *Laurens Room*
noon to 1:30 pm	*Lunch* *Colonial Ballroom*
1:30 to 3 pm	**Session 2a** **XML in Contenta —** **Under the Hood** *Calhoun Room* **Session 2b** **LiveContent Product** **Update** *Laurens Room* **Session 2c** **MS Word to XPP and Back** *Rutledge Room* **Session 2d** **Virtualization** *Pinckney Room*
3 to 3:30 pm	*Break*
3:30 to 5:00 pm	**Session 3a** **Contenta Case Study** *Calhoun Room* **Session 3b** **Putting Project Manage-** **ment To Work for You** *Laurens Room* **Session 3c** **XPP 8.2 Features —** **Under the Hood** *Rutledge Room* **Session 3d** **XPP Macros** *Pinckney Room*
6:00 to 10:00 pm	*Event* *Meet in the lobby of the hotel at 6:00 p.m.*

Session 1a,b
Contenta Product Update
Jennifer Goodman, XyEnterprise

This presentation will summarize the features and platform support that have been added to Contenta over the past year. We'll also talk about enhancements currently under development and those we're considering for the coming year. We'll discuss the continued importance of usability across all of our product lines with examples of new and updated features. We'll describe the product development and release process changes we've implemented that help us achieve our goals. This session is geared toward all attendees interested in content management.

Session 1 c,d
XPP Product Update
Jonathan Parsons, XyEnterprise

XPP 8.2 contains features that: 1) advance your global publishing capability 2) enhance your ability to format complex tables and 3) extend your ability to use industry standard OpenType fonts. This talk describes those features in XPP 8.2 and outlines some of the thinking within XyEnterprise about post 8.2 work. This talk will give you an overview of what's available now, what to expect in the near term, and where XPP will go over the longer term in supporting a solid, reliable, standards-based publishing process.

Session 2a
XML in Contenta — Under the Hood
Harvey Greenberg, XyEnterprise

This session explains how Contenta stores and manages XML. Participants will learn: 1) what a compound object is and how bits and pieces of XML are represented as slices; 2) how the adapters work and how they can be customized, and; 3) how XML can be directly manipulated via the API.

Session 2b
LiveContent Product Update
Andrew Trese, XyEnterprise

We will focus on how LiveContent, a portable XML database for intelligent content delivery, can help you overcome the challenges of today and tomorrow. We will take an under-the-hood look at the use of XML throughout the application, its dynamic user experience, personalization of content, powerful search capabilities, and highly malleable presentation layer.

Session 2c
MS Word to XPP and Back
Chris Leggett, Letterpart and Bart Terryn, Grafikon

Back by popular demand! This session will look at some different approaches to getting Word files into XPP and, in some cases, back again. Word is still prevalent in the industry and it is vital to be able to get these files into XPP and if necessary resupply to the customer. This session will look at RTF-to-XML through Omnimark, saving as MSXML and using Open Office XML. This year there will be a handout for attendees to take away!

Session 2d
Virtualization
Chuck Dombek, WK Health

This session will discuss the expanding use of virtual environments for servers and workstations. We will cover why you would make this decision, the various tools available, configuration processes and best practices. There will be a demonstration environment available for review and plenty of time for open discussion among the attendees.

Session 3a
Contenta Case Study
Kenneth Waringa and Ron Stonecypher, NSWC Panama City, and Jennifer Goodman, XyEnterprise

NSWC Panama City Division is NAVSEA's test bed for S1000D implementation using S1000D Contenta, XPP and Live Content. We started looking into S1000D in 2005, and today we have an operational S1000D system in place producing IETMs for Littoral Combat Systems. The presentation will discuss the implementation process employed from the inception to lifecycle support. It will also discuss the transformation of legacy data into S1000D with an emphasis on complying with US Navy standards.

Session 3b
Putting Project Management to Work for You
Steve Moldenhauer, XyEnterprise

If you are leading a new project (or a project team member), this session will provide you with knowledge and confidence to successfully plan and deliver project results. We will discuss tools and skills needed to be successful in the planning and completion of projects including scope management, scheduling, budgeting, resources, and risk. We will review the XyEnterprise Project Management framework, and discuss how to put the framework to work for you. The basis for materials is the Project Management Institute (PMI) Project Management Body of Knowledge (PMBOK).

Session 3c
XPP 8.2 Features — Under the Hood
Steve Piercey, XyEnterprise

It's time to open up the hood and see what makes XPP tick. This session will give an in-depth review of the many features in XPP 8.2, with special emphasis on composition/pagination changes.

Session 3d
XPP Macros
Joshua Faigen

In the first half of this wide open session, we'll talk about Scary Macro Things that confuse many but are nevertheless essential . . . things like Merge Conditional, Block Merge, Indents, Ruling, Insert Graphics, etc. We'll talk about any macro that's driving you crazy so bring on your worst! We'll also have some interesting samples to work through. This session will be very casual and perfect for those who have worked with macros but not gone beyond the basics but also great for anyone who writes more complex macros.

conference schedule for tuesday, october 6

7:30 to 8:30 am	*Breakfast* *Colonial Ballroom*			
8:30 to 10 am	**Session 4a** **Contenta DITA Update** *Calhoun Room*	**Session 4b** **S1000D Spec 4.0 Adoption** *Laurens Room*	**Session 4c** **XyPerl** *Rutledge Room*	**Session 4d** **XPP: Work Smarter, Not Harder** *Pinckney Room*
10 to 10:30 am	*Coffee Break*			
10:30 to noon	**Session 5a** **Contenta DITA Case Study** *Calhoun Room*	**Session 5b** **S1000D Spec 4.0 Adoption (cont.)** *Laurens Room*	**Session 5c** **Moving to XML in XPP** *Rutledge Room*	**Session 5d** **Highly Effective Development Practices** *Pinckney Room*
noon to 1:30 pm	*Lunch* *Colonial Ballroom*			
1:30 to 3 pm	**Session 6a** **Contenta Administration** *Calhoun Room*	**Session 6b** **Introduction to Java** *Laurens Room*	**Session 6c** **XPP Town Meeting** *Rutledge Room*	**Session 6d** **Case Study (Eniro)** *Pinckney Room*
3:00 to 3:30 pm	*Break*			
3:30 to 5:00 pm	**Session 7a** **XML Meet Global Markets: SDL's GIM Technologies** *Calhoun Room*	**Session 7b** **Introduction to Java (cont.)** *Laurens Room*	**Session 7c** **CITI Links** *Rutledge Room*	**Session 7d** **Leveraging XML with XPP Compare** *Pinckney Room*

Session 4a
Contenta DITA Update
Jonathan Parsons and
Sarahjane Clark, XyEnterprise

This talk reviews DITA features that have been added to Contenta over the past year. It also outlines options for supporting an increasingly automated translation workflow, the specialized use of DITA in the learning and training world, and support for other creative ways in which DITA is being adopted. This talk will make clear what's available now and what's coming.

Session 4b
S1000D Spec 4.0 Adoption
Andrew Trese, XyEnterprise

In mid 2008, a new and major revision to the S1000D specification was released to the public. This session will examine the differences in the new specification, and the challenges and advantages that it will bring to authoring, publishing and distribution. We will discuss and demonstrate Contenta S1000D and LiveContent's ability to provide a seamless environment and to allow you to work with all of your S1000D content from specifications 2.2 to 4.0.

Session 4c
XyPerl
Bart Terryn, Grafikon

XyPerl has proven to be an indispensable problem solver when it comes to setting up styles on an XPP system . . . a tool you can't afford not to use. During this session we will step you through the basics of XyPerl. We will concentrate on real live examples in order to show you where you can put XyPerl to use in your system.

Session 4d
XPP: Work Smarter, Not Harder
Laurie Hagar, XyEnterprise

Whether you're looking for home improvement, a renovation or a complete teardown and rebuild, we'll offer guidance, ideas, solutions, tips and tricks for taking steps towards working faster and easier in XPP. You'll see shortcuts (some new, some old) that you can use within style specs, the XyView and PathFinder. In addition, we'll discuss ways to improve styles, and steps you can take to move closer to automation if you're not already there.

Session 5a
Contenta DITA Case Study
Sarahjane Clark, XyEnterprise

In this presentation we'll share best practices for managing both new and legacy data using both DITA and FrameMaker. We'll also discuss content analysis and content storage and how these capabilities are driving over 90% reuse. Finally, we'll take a walk through a pilot process that puts these principles into action.

Session 5b
S1000D Spec 4.0 Adoption (cont.)
Andrew Trese, XyEnterprise

Session 5c
Moving to XML in XPP
Chris Leggett, Letterpart

This session will help you set up an ML job in XPP for the first time: what lives where, how to import and export XML, what is different to conventional XPP. We will also examine how a well structured ML instance can be set in XPP by using the Xpath. Users should have a working knowledge of style development.

Session 5d
Highly Effective Development Practices
John Hoffman, XyEnterprise

In this session, attendees will review and discuss best practices for XPP style development, including: how to organize a project; how to break a job down into manageable phases; how to develop styles for the long term; and steps for testing and deploying styles. The group will also review a set of sample publications and discuss different approaches to their composition. Attendees are encouraged to bring samples.

Session 6a
Contenta Administration
Steve Moldenhauer, XyEnterprise

We will discuss all that stuff in Contenta/bin; best practices in Database Maintenance Utilities; how the Contenta License Manager works; the license file and license management tools; where to look for log files and how to increase their verbosity.

Session 6b
Introduction to Java
Harvey Greenberg, XyEnterprise

This first part of this double session provides an introduction to the Java language, helping programmers just starting out to avoid at least the first dozen Excedrin headaches. The second part will review and demo applications such as forms, web applications using Java Swing, JSP, AJAX and web services.

Session 6c
XPP Town Meeting
Carol Bumbaca, XyEnterprise

Carol Bumbaca leads an interactive discussion featuring a panel of XyEnterprise experts.

Session 6d
Case Study (Eniro)
Mark Hutchinson, Solidair

A couple of conferences ago, we looked at Eniro's plan to move from comma-separated and SGML data to XML. Now that the plan has been implemented we look at: benefits; how closely the outcome was to the plan; XPP-spec versioning and novel spec-techniques; and where Eniro goes from here.

Session 7a
XML Meet Global Markets: Leverage XML With SDL's (GIM) Tecnologies

With SDL now the parent of XySoft, come learn more about how SDL's portfolio of Global Information Management (GIM) technologies are being deployed to amplify the benefits of XML. This session, led by an SDL GIM expert, provides a technical overview and demo of SDL's Global Authoring Management Systems (Global AMS), and Translation Management System, and a discussion of the growing importance of automated translation. Discussion focuses on how companies can leverage XML and GIM technologies to drive down costs and increase performance.

Session 7b
Introduction to Java (cont.)

Session 7c
CITI Links
Jay Mize and Paul Cederborg, Federal Reserve Board

This beginner level session will encompass all the steps necessary to produce a linked PDF containing TOC entries. Different options will be presented for generating the page numbers, running CITI, and transforming data to achieve desired results.

Session 7d
Leveraging XML with XPP Compare
John Hoffman, XyEnterprise

This session provides an overview of the XPP 8.2 utility XPPCOMPARE, which is used to compare XML documents and identify differences in content and markup. During the session attendees will review how to run the program and how to control the tracking of changes. They will also discuss how XPPCOMPARE fits into the XPP loose-leaf publishing workflow.

conference schedule for wednesday, october 7

7:30 to 8:30 am	*Breakfast* *Colonial Ballroom*

8:30 to 10 am	Session 8a **Contenta Schema, the API and Best Practices** *Calhoun Room*	Session 8b **Contenta Product Update** *Laurens Room*	Session 8c **XPP Frills Processing (Classic Method)** *Rutledge Room*	Session 8d **Font Management** *Pinckney Room*

10 to 10:30 am	*Coffee Break*

10:30 to noon	Session 9a **Contenta Upgrade Strategies** *Calhoun Room*	Session 9b **XML Standards Update** *Laurens Room*	Session 9c **XPP Frills Processing (with XyPerl)** *Rutledge Room*	Session 9d **XPP Transformation Methodologies** *Pinckney Room*

noon to 1:30 pm	*Lunch* *Colonial Ballroom*

1:30 to 3 pm	Session 10a **Contenta Wish List** *Calhoun Room*	Session 10b **An Agile Process at LexisNexis** *Laurens Room*	Session 10c **CALS Tables and Breaking Table Rows** *Rutledge Room*	Session 10d **Xpath** *Pinckney Room*

3:00 to 3:30 pm	*Break*

3:30 to 5:00 pm	Session 11 **XPP Wish List** *Calhoun Room*

Session 8a
Contenta Schema, the API and Best Practices
Harvey Greenberg, XyEnterprise

Enhancements to the Contenta API have considerably reduced, but not eliminated, the need to query the underlying database. This session reviews typical tool and report-writing scenarios to illustrate where the API is a better fit than SQL and, in cases where SQL is indicated, how to use it efficiently and safely. The session will include a high level overview of the schema, as well as sample API code and queries.

Session 8b
Contenta Product Update
Jennifer Goodman, XyEnterprise

This presentation will summarize the features and platform support that have been added to Contenta over the past year. We'll also talk about enhancements currently under development and those we're considering for the coming year. We'll discuss the continued importance of usability across all of our product lines with examples of new and updated features. We'll describe the product development and release process changes we've implemented that help us achieve our goals. This session is geared toward all attendees interested in content management.

Session 8c
XPP Frills Processing (Classic Method)
Bob Carr, XyUser Group

XPP users who find that "expanded" frills processing still poses a mystery will be able to learn the intricacies of using this powerful tool — from simple post-composition in frill blocks to building frills processing loops that help automate XPP's power. Real examples will be discussed and time for group discussion will be allotted.

Session 8d
Font Management
Laurie Hagar, XyEnterprise

We thought of calling this Fun with Fonts, but didn't want to stretch the truth too far. It's a new world with OpenType and TrueType font support in XPP. Learn about these font formats and find out about differences in setup, potential pitfalls and limitations of all the font types in your XPP environment. We'll also talk about font libraries, multilingual fonts, font specs and font tools.

Session 9a
Contenta Upgrade Strategies
Carol Bumbaca, XyEnterprise

This session explores the Contenta 3.2 to 4.X upgrade process from A to Z. We will discuss planning and pre-upgrade considerations, the benefits of staging in a test environment, and the final step, upgrading the production environment. XyEnterprise is ready to help you make this transition a smooth one! This session is targeted to anyone using Contenta 3.X.

Session 9b
XML Standards Update
Jonathan Parsons, XyEnterprise

This talk reviews the standards work of the past year and highlights what we have learned in that time, where things look to be going, and what is important for you to focus on in keeping your workflow capable, flexible and open.

Session 9c
XPP Frills Processing (with XyPerl)
Bart Terryn, Grafikon

In combination with XyPerl, Frills Processing can open up a whole new world of possibilities. In this session we will walk you through the essentials. We will try to build an automated background tint, spreading over several pages and will take you step by step through the process.

Session 9d
XPP Transformation Methodologies
Chuck Dombek, WK Health

This session for developers will focus on the transformation methods and tools (Perl, XSLT and XyChange) used to process your XML to/from XPP as well as to/from other desired tools or formats. After a general overview of transformation syntax and techniques, the session will review examples of each method on its own as well as an integrated example of all three. There will also be discussion on debugging practices and optimization.

Session 10a
Contenta Wish List
Jennifer Goodman and Jonathan Parsons, XyEnterprise

Session 10b
An Agile Process at LexisNexis
Cynthia Monahan, XyEnterprise

In this session we will describe the Agile process and how it is used to deliver changes quickly to your customer. We will discuss how LexisNexis is using Agile in one of their Editorial systems that uses both Contenta and XPP and that currently is in LifeCycle mode. We will outline a process utilizing many of the tools you use today including: excel worksheets as your workbench; checkpoint meetings; priorities; releasing for testing; regression testing; and releasing to production.

Session 10c
CALS Tables and Breaking Table rows
Chris Leggett, Letterpart

We will concentrate on how CALS tables work in XPP. We will walk through the tabular spec bundle and item format specs and then move on to the exciting new 8.2 development of table rows splitting. We will look at how XPP handles this and what actually happens to allow retention of valid XML.

Session 10d
Xpath
Bart Terryn, Grafikon

XPP Xpath (different from XML Xpath) connects your XPP style information to a specific part of your XML document. We will take you on a tour of XPP XPath, visiting the Item Format XPath, where syntax most closely resembles the XML XPath syntax. Next we will show you how these same XPath expressions are written using a very different syntax inside the XX spec. And finally we will show you how the same thing looks like when using XyPerl.

Session 11
XPP Wish List
Jonathan Parsons, XyEnterprise

XyUser
GROUP

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