

ModernApps LIVE!

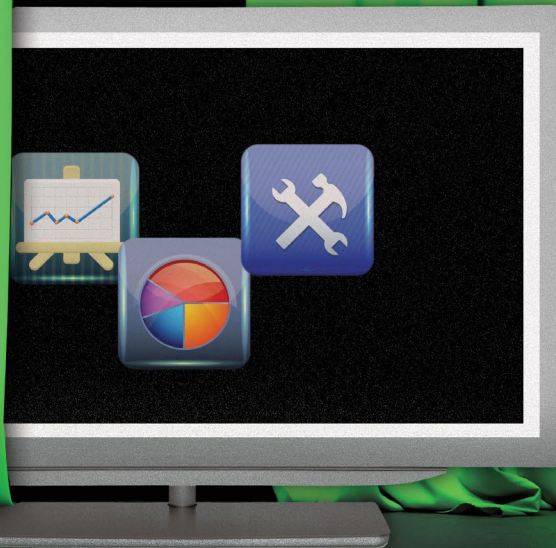
MODERN APPS FROM START TO FINISH

ORLANDO, FL | NOVEMBER
18-22, 2013

LOEWS ROYAL PACIFIC RESORT
AT UNIVERSAL ORLANDO


IT EVENTS WITH PERSPECTIVE

THE FUTURE OF SOFTWARE DEVELOPMENT IS BACK



MODERN APPS LIVE! FEATURES:

- The latest and greatest techniques in low-cost, high-value application development
- A singular topic focus
- Sessions that build on each other as the conference progresses
- Training that leaves you with a holistic understanding of modern applications

Presented in partnership with

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Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

SharePoint LIVE!
TRAINING FOR COLLABORATION

ModernApps LIVE!
MODERN APPS FROM START TO FINISH

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Who Should Attend Modern Apps Live!

Application Development Managers
ASP.NET Programmers
Corporate/Business Management
Development Team Managers
Directors of Software Development
Enterprise Architects
Executive IT Management
Operations Managers
Programmers
Project Leaders
Senior Architects
Software Architects / Designers
Software Developers
Software Engineering Supervisors
Software Teams
Sr. Programmers
Sr. Software Developers
Systems Analysts
Technical VPs
Visual Studio Programmers



A Message from the Conference Chair

Modern applications leverage the power of multiple client devices, the cloud, and your local computing resources to provide end users with the richest and best experience possible. This type of app is so compelling, and yet so complex to build, that we thought it was worth a conference unto itself.

Modern Apps Live! is unlike any conference you've attended before. It consists of a single track containing sessions that provide you with an end-to-end narrative covering all aspects of building modern apps using today's technologies. All of the Modern Apps Live! speakers have worked together as a team to bring you the highest quality content, such that each session builds on those that have gone before.

Modern app development brings a new set of challenges to software developers, designers, managers, architects and team leads. Many of these apps target multiple client platforms and technologies, and rely on state-of-the-art, server-side platform capabilities. And gone are the days of "cowboy development." Users expect professional quality and performance in apps that are delivered on time, and that means we need to apply application lifecycle processes and tools effectively, along with embedded developer and acceptance testing.

If all that isn't enough, there's an increasing recognition that the data generated by modern apps can be used in business intelligence, analysis, and reporting in ways never before imagined. Any modern app project should include BI and data analysis right from the start to ensure the data is gathered and stored in a way that can support these critical scenarios.

I have personally worked with all of the Modern Apps Live! speakers to put together a series of sessions that bring all these concepts, tools and technologies together. So when you leave the conference you'll have a complete picture of what goes into building a modern app for Windows 8, iPad, Android, and HTML 5 devices that all interact with state-of-the-art backend services running in public or private clouds.

I also know that many of you wear multiple IT hats at the office, so I invite you to take advantage of the co-located technology tracks offered at Live! 360. This gives you an unprecedented opportunity to focus on not just Modern Apps, but also SQL Server, SharePoint, .NET development with Visual Studio, and more – all in a single venue.

There's nothing else like Modern Apps Live!; if you are a software architect, development manager, team lead, or senior developer you owe it to yourself to attend this event!



Rockford Lhotka
Modern Apps Live!
Conference Chair

WHAT IS LIVE! 360?

Live! 360 is a unique conference comprised of four co-located events: **Visual Studio Live!**, **Modern Apps Live!**, **SharePoint Live!**, and **SQL Server Live!**. These forward-thinking and educational events are geared toward both the IT and Developer community. Incorporating knowledge transfer, networking and leading-edge training, these conferences keep attendees up-to-date on current technologies with a look to the future.

Attendees of any of the Live! events will have unlimited access to all four – mix and match sessions to create a custom conference!

Visual Studio LIVE!

EXPERT SOLUTIONS FOR .NET DEVELOPERS

WE'VE GOT YOUR TICKET TO CODE!

Visual Studio Live! Orlando brings developers, software architects, programmers and designers together to learn from industry experts and Microsoft insiders. Attendees will learn how to maximize the development capabilities of Visual Studio and .NET and SO much more in tracks including Mobile, Web / HTML5, Windows 8 / WinRT and WPF / Silverlight. vslive.com/Orlando

SQL Server LIVE!

TRAINING FOR DBAs AND IT PROS

FINE TUNE YOUR DATA.

SQL Server Live! provides IT professionals, developers, DBAs and analytics specialists — across a breadth of experience and organizations — comprehensive education and knowledge share for SQL Server database management, data warehouse/BI model design, Big Data analytics, performance tuning, troubleshooting and coding against SQL Server. sqllive360.com

SharePoint LIVE!

TRAINING FOR COLLABORATION

COLLABORATE AND LISTEN.

SharePoint Live! provides leading-edge knowledge and training for SharePoint administrators, developers and planners who must customize, deploy and maintain SharePoint Server and SharePoint Foundation to maximize business value. splive360.com

Modern Apps LIVE!

MODERN APPS FROM START TO FINISH

THE FUTURE OF SOFTWARE DEVELOPMENT IS BACK.

Modern Apps Live! is back for an encore performance after its well-received event in March! Presented in partnership with Magenics, Modern Apps Live! brings development managers, software architects and development leads together to break down the latest and greatest techniques in low-cost, high-value application development. What sets Modern Apps Live! apart is the singular topic focus; sessions build on each other as the conference progresses, leaving you with a holistic understanding of modern applications. modernappslive.com

5 Reasons to Attend Modern Apps Live!

- 1. THE HOW.** What sets Modern Apps Live! apart is the singular topic focus; sessions build on each other as the conference progresses, leaving you with a holistic understanding of modern applications. Don't miss this one-of-a-kind opportunity!
- 2. THE WHY.** Modern app development brings a new set of challenges to software developers, designers, managers, architects and team leads – like the necessity for cross platform development and sophisticated data reporting functions. Learn more about what they are, and how to successfully overcome them.
- 3. THE WHERE AND WHEN.** In sunny Orlando, Florida in November. What more is there to say?
- 4. THE WHAT.** Learn the latest and greatest techniques in low-cost, high-value application development. Modern Apps Live! is an up-and-coming event that educates development managers, architects and development leads on how to architect, design and build a complete Modern Application from start to finish with an emphasis on Application Lifecycle Management (ALM), best practices, and supporting tools (such as Azure, Windows 8, Visual Studio, Team Foundation Server and SQL Server 2012).
- 5. THE WHO.** The collection of speakers brought together for Modern Apps Live! represent the top thought leaders in the industry. Learn tips, tricks, and techniques from the best, plus our speakers pride themselves on being accessible for questions, networking, and socializing throughout the 5 day event.

"...MODERN APPS LIVE CONFERENCE PROVIDED A GREAT SELECTION OF SESSIONS AND SPEAKERS THAT WERE ABLE TO BRIDGE THE GAP BETWEEN THEORETICAL AND REAL WORLD SOLUTIONS IN OUR CONSTANTLY EVOLVING INDUSTRY."

- George Nagi, President, Super Mind Consulting

Events & Activities

Your attendance at Modern Apps Live! / Live! 360 is about learning from your peers as well as the experts; make the most of your time with us and add these events and activities to your itinerary!

Dine-A-Round Dinner

*Sunday, November 17,
6:00pm – 9:00pm
Universal CityWalk*

Join other conference attendees and speakers for a casual, no-host dinner and make a few new friends while enjoying the fun and delicious themed restaurants at Universal CityWalk. This is your opportunity to meet fellow attendees and start friendships that can last for the week or even longer. Groups can break into smaller groups based on where everyone wants to dine and head off to dinner. Everyone is responsible for their own dinner.

EXPO Preview

*Monday, November 18,
5:00pm – 7:00pm
EXPO Hall*

Join us on Monday evening for drinks and snacks and to get a “sneak peek” at the Live! 360 exhibitors before the Live! 360 Keynote at 7:00 pm. This is a great opportunity to meet and network with your fellow attendees early in the week and to learn about the innovations and latest technologies available from our exhibitors.

Exhibitor Reception

*Tuesday, November 19,
5:30pm – 7:30pm
Expo Hall*

Enjoy drinks and snacks while you explore the Live 360 exhibits and network with fellow attendees and speakers. This is your chance to check out the latest offerings from our exhibitors to help you in daily life when you return to the office.

Don't forget to visit the Demo Theater during the Expo Preview to hear directly from exhibitors and enter for your chance to win a FREE Live! 360 2014 pass.

Round Table Lunch

*Wednesday, November 20,
12:15pm – 1:45pm
Dining Tent*

Plumb the knowledge and experience of your colleagues, conference speakers and exhibitors by participating in one of the Luncheon Round Table discussions. These tables are designated with a sign and seating is on a first-come basis. There will be a wide variety of topics covering all Live! 360 events.

Luncheon Rockin' Round Table

*Thursday, November 21
12:15pm – 1:30pm*

Live! 360 celebrates 20 years of Visual Studio Live! by rolling back the tunes to 1993. What were you listening to in 1993? Grunge, Hip Hop, Top 40, Alternative? Come join one of our lunch tables for a lively discussion on the top artists and hits of 1993.

Tables will include:

- Whitney Houston
- Snoop Dogg
- Eazy E
- Pearl Jam
- Smashing Pumpkins
- Ace of Base
- Madonna
- Duran Duran
- Tupac
- Spin Doctors
- REM
- Soundgarden



Agenda At-A-Glance (Monday & Tuesday)

START TIME	END TIME	Modern Apps Live! Pre-Conference: Sunday, November 17, 2013
4:00 PM	9:00 PM	Pre-Conference Registration - Royal Pacific Resort Conference Center
6:00 PM	9:00 PM	Dine-A-Round Dinner @ Universal CityWalk
START TIME	END TIME	Modern Apps Live! Pre-Conference Workshop: Monday, November 18, 2013
6:30 AM	8:00 AM	Pre-Conference Workshop Registration - Coffee and Morning Pastries
8:00 AM	5:00 PM	Workshop: Crash Course on Technologies for Modern App Development - <i>Rockford Lhotka, Nick Landry, & Kevin Ford</i>
5:00 PM	7:00 PM	EXPO Preview
7:00 PM	8:00 PM	Live! 360 Keynote: To Be Announced
START TIME	END TIME	Modern Apps Live! Day 1: Tuesday, November 19, 2013
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries
8:00 AM	9:00 AM	Modern Apps Live! Keynote: To Be Announced
9:00 AM	9:30 AM	Networking Break • Visit the EXPO
9:30 AM	10:45 AM	Introduction to Modern App Development - <i>Rockford Lhotka</i>
11:00 AM	12:15 PM	Modern App Architecture - <i>Rockford Lhotka</i>
12:15 PM	2:00 PM	Lunch • Visit the EXPO
2:00 PM	3:15 PM	Modern App Design - <i>Billy Hollis</i>
3:15 PM	4:15 PM	Networking Break • Visit the EXPO
4:15 PM	5:30 PM	Unit and Integration Testing of Modern Apps - <i>Jason Bock</i>
5:30 PM	7:30 PM	Exhibitor Reception

Speakers and sessions subject to change

**"THE RANGE AND DIVERSITY OF THE SESSIONS.
MODERN APPS LIVE IS A GREAT CONCEPT..."**

- Carlos Sarmiento, Developer, Legal Pro Systems

Agenda At-A-Glance (Wednesday)

START TIME	END TIME	Modern Apps Live! Day 2: Wednesday, November 20, 2013
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries
8:00 AM	9:00 AM	Live! 360 Keynote: To Be Announced
9:15 AM	10:30 AM	Data Access and SQL Server in Modern Apps - <i>Steve Hughes</i>
10:30 AM	11:00 AM	Networking Break • Visit the EXPO
11:00 AM	12:15 PM	Application Servers and Windows Azure - <i>Kevin Ford</i>
12:15 PM	1:45 PM	Round Table Lunch • Visit the EXPO
1:45 PM	3:00 PM	User Experience Nuts and Bolts - <i>Anthony Handley & Billy Hollis</i>
3:00 PM	4:00 PM	Networking Break • Visit the EXPO • Expo Raffle @ 3:30 p.m.
4:00 PM	5:15 PM	Building a Modern App for Android in C# with Xamarin - <i>Nick Landry</i>
8:00 PM	10:00 PM	Live! 360 Evening Event

START TIME	END TIME	Modern Apps Live! Day 3: Thursday, November 21, 2013
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries
8:00 AM	9:15 AM	Building a Modern App in C# and XAML - <i>Brent Edwards</i>
9:30 AM	10:45 AM	Leveraging Your Data Through BI - <i>Steve Hughes</i>
11:00 AM	12:15 PM	Building a Modern App for iOS - <i>Lou Miranda</i>
12:15 PM	1:30 PM	Lunch
1:30 PM	2:45 PM	ALM, the TFS Service, and Git: Lessons Learned - <i>Brian Randel</i>
3:00 PM	4:15 PM	Building a Modern App with HTML5 and JavaScript - <i>Aidan Ryan</i>
4:30 PM	5:45 PM	Live! 360 Conference Wrap-up

START TIME	END TIME	Modern Apps Live! Post-Conference Workshop: Friday, November 22, 2013 (Separate entry fee required)
7:00 AM	8:00 AM	Post-Conference Workshop Registration - Coffee and Morning Pastries
8:00 AM	5:00 PM	Workshop: Deep Dive into Modern App Design and Development - <i>Brent Edwards, Anthony Handley, Lou Miranda, & Aidan Ryan</i>

Speakers and sessions subject to change

Session Descriptions

MAM01 Workshop: Crash Course on Technologies for Modern App Development – Introductory

Rockford Lhotka, Nick Landry, & Kevin Ford

Monday, November 18

8:00am - 5:00pm

Modern apps center around devices and the cloud. They often run on non-Microsoft devices such as the iPad, Android tablets, or in browsers via HTML5. If you are a Microsoft developer you might have little or no exposure to software development on these platforms. This workshop will provide you with a crash course on iOS (iPad, iPhone), Android, Xamarin, and HTML5/JavaScript development. You'll leave understanding the development options and core techniques for each platform so you'll be ready to build compelling modern apps.

MAT01 Introduction to Modern App Development – Introductory

Rockford Lhotka

Tuesday, November 19

9:30am - 10:45am

We're rapidly moving into the era of "modern apps", where users expect a more intuitive, productive, and compelling experience from their computers and devices. Moreover, they expect a similar app experience on their phone, their tablet, and their computer; all of which is transparently supported by a cloud-based infrastructure (public or private) so the app has their data and settings everywhere they go. In this session you'll see how and why Modern Apps are so important to you and your users, and you'll understand the high level process for designing and building this type of app.

MAT02 Modern App Architecture – Intermediate

Rockford Lhotka

Tuesday, November 19

11:00am - 12:15pm

Modern apps rely on client devices, cloud services, and on-premise services and data. As a result, it is critical to use a solid architecture when building modern apps to ensure you can balance development cost, maintainability, scalability,

reliability, user experience, and other key factors. There are so many technology options available that can fit together in so many ways, that a good architecture is absolutely necessary to clearly define what and how technologies will be used. In this session you'll learn how to evaluate different technologies and key concepts and patterns that help balance the important factors of mobile app development.

MAT03 Modern App Design – Intermediate

Billy Hollis

Tuesday, November 19

2:00pm - 3:15pm

User experience and application workflow are key aspects of any modern app. Modern apps have a higher bar in terms of productivity, aesthetics, platform integration, and usability than the apps most of us have built throughout our careers. In this session you will learn some new ways of thinking that will enable you to reimagine application development, and techniques you can apply as you design your own modern apps.

MAT04 Unit and Integration Testing of Modern Apps – Intermediate

Jason Bock

Tuesday, November 19

4:15pm - 5:30pm

Cost-effective enterprise software development requires the entire team to be focused on ensuring quality is present right from the beginning and at every step in the process. Much of this work involves some form of testing to verify the application works as expected. In this session you will learn about kicking off a project with a coordinated test strategy to ensure the team functions efficiently as a whole. We'll then dive into developer testing techniques - how to implement basic code testing, how to use tools like FxCop, and why you want to stretch toward more comprehensive unit and integration testing. Even the most basic code testing regimen provides amazing value to any software development effort, and you owe it to yourself and your organization to get started, or to continually improve your existing process.

MAW01 Data Access and SQL Server in Modern Apps – Intermediate

Steve Hughes

Wednesday, November 20

9:15am - 10:30pm

An application's business layer requires data to function, and that means having a data access layer and a database. These two must work together to provide performant, scalable, and efficient access to the application's data. In this session you'll hear developer and database expert viewpoints on the pros and cons of using Entity Framework, stored procedures, index and key optimization, query optimization, and more. You'll learn the trade-offs between the various options, and how to minimize the impact of any specific choice by abstracting the data access code from the rest of the application.

MAW02 Application Servers and Windows Azure – Intermediate

Kevin Ford

Wednesday, November 20

11:00am - 12:15pm

In today's world many applications are n-tier or service-oriented, or both. Application servers provide scalability beyond the needs of most applications, but also provide security and manageability benefits required in many scenarios. This session will demonstrate how to configure and deploy application server logic in Windows Server (private cloud) and in Windows Azure (public cloud) environments. As a result, you'll understand how to use WCF and Web API service hosting to create scalable, secure, and reliable application servers for your applications.

MAW03 User Experience Nuts and Bolts – Intermediate

Anthony Handley & Billy Hollis

Wednesday, November 20

1:45pm - 3:00pm

Although quality business and data layers are critical to any application, the user sees and interacts with the application through its user interface. The user experience for all applications has become increasingly important over the years, and modern applications set a high bar for even the

Session Descriptions, *continued*

simplest app. This session focuses on the user experience design process and the types of user experience requirements you must take into account when designing a modern app. These requirements and design factors feed into the user interfaces expressed on PCs, tablets, and phones. In many ways, the success or failure of any application flows directly from the quality of the UX design.

MAW04 Building a Modern App for Android in C# with Xamarin – Intermediate **Nick Landry**

Wednesday, November 20 4:00pm - 5:15pm

Android devices are among the most widely used in the world, and the Xamarin tools allow .NET developers to directly apply their C# skills when building native Android apps. In this session you'll learn how to implement a native smart client Android app using the Xamarin tools. You'll see how this app makes use of powerful Azure and app server services to provide the user with a rich and consistent experience for Android that is directly comparable to Windows, iOS, and JavaScript clients.

MAH01 Building a Modern App in C# and XAML – Intermediate

Brent Edwards
Thursday, November 21 8:00am - 9:15am

The centerpiece of Microsoft's modern apps story is Windows 8 and the new Windows Runtime (WinRT) development platform, along with its close cousin WinPRT for Windows Phone. In this session you'll learn how to implement a smart-client application on Windows 8 and Windows Phone that leverages the business layer, application server, data layer, and mobile services created in previous talks in this track. You'll leave the session understanding how and why you'll want to leverage WinRT and WinPRT features like search, share, and settings, along with other rich platform capabilities.

MAH02 Leveraging Your Data Through BI – Intermediate

Steve Hughes
Thursday, November 21 9:30am - 10:45am

In today's world, users increasingly expect the data collected by their apps to be available for analysis in rich and flexible ways. In this whirlwind session, you'll learn the basic thinking behind the design and implementation of a data mart or data warehouse using SQL Server. Then you will learn how to build a data model for analysis using Power Pivot. The session wraps up with visualization demonstrations using Excel 2013 and Power View.

MAH03 Building a Modern App for iOS – Intermediate

Lou Miranda
Thursday, November 21 11:00am - 12:15pm

The back-end business, data, application, and mobile services can also be used to support applications built for the iPhone and iPad devices running Apple's iOS platform. In this session you'll learn how to implement a mobile iPad application that provides a comparable user experience, while leveraging the same back-end code that supports Windows, Android, and JavaScript.

MAH04 ALM, the TFS Service, and Git: Lessons Learned – Intermediate

Brian Randell
Thursday, November 21 1:30pm - 2:45pm

Building modern apps means dealing with many platforms and technologies, and so it is absolutely necessary to have quality processes and tools for managing the development lifecycle. This session will walk you through the lessons learned in using the Team Foundation Service, git source control, as well as project staffing, reporting, and requirements gathering. You will learn how to establish effective Visual Studio solutions and project organization to support a robust enterprise application architecture. Leaving this session you'll not only be able to set up your own TFS and Visual Studio projects, but you'll understand how to use TFS to gather and manage requirements and the overall project lifecycle.

MAH05 Building a Modern App with HTML5 and JavaScript – Intermediate **Aidan Ryan**

Thursday, November 21 3:00pm - 4:15pm

If building and maintaining modern native apps for Windows, iOS, and Android is too expensive you might consider building a smart client modern app using HTML5 and JavaScript. In this session you'll learn how to leverage various JavaScript libraries and the same Azure mobile services and app server used by the native apps to build a rich JavaScript app that runs in modern browsers and provides a comparable user experience to any native app. Perhaps more importantly you'll learn the pros and cons of JavaScript development when compared to native development, having the opportunity to see the same functionality in JavaScript as you've seen for Android, iPad, and Windows.

Live! 360 Conference Wrap-up

Thursday, November 21 4:30pm - 5:45pm

Get the most out of the conference by attending the closing wrap up. Join some of your favorite Live! 360 conference chairs and speakers as they discuss the new content presented during the conference. This is also your opportunity to ask final questions and receive clarification on anything presented throughout the week.

MAF01 Workshop: Deep Dive into Modern App Design and Development – Intermediate

Brent Edwards, Anthony Handley, Lou Miranda, & Aidan Ryan
Friday, November 22 8:00am - 5:00pm

Where the Modern Apps Live! content focused a lot on the tradeoffs and choices involved in designing and building a modern app, this workshop will dive straight down into the technology behind those choices. This is a no-holds barred deep dive into the design and implementation of the MyVote app, from the app server to the mobile services to each client app.

Conference Speakers

CONFERENCE CHAIR

Rockford Lhotka – CTO, Magenic Technologies



Rockford Lhotka is the CTO of Magenic, and is the creator of the widely used CSLA .NET development framework. He is the author of numerous books on software development, and regularly speaks at major conferences around the world. Rockford is a Microsoft Regional Director and MVP. Magenic is a company that specializes in planning, designing, building and maintaining your enterprise's most mission critical systems.

SPEAKERS

Jason Bock – Principal Consultant, Magenic Technologies



Jason Bock is a Principal Consultant for Magenic (<http://www.magenic.com>) and a Microsoft MVP (C#). He has worked on a number of business applications using a diverse set of substrates and languages such as C#, .NET, and Java. He is the author of "Applied .NET Attributes", "CIL Programming: Under the Hood of .NET", ".NET Security", and "Visual Basic 6 Win32 API Tutorial". He has written numerous articles on software development issues and has presented at a number of conferences and user groups. He is a leader of the Twin Cities Code Camp (<http://www.twincitiescodecamp.com>) and runs the Twin Cities Languages User Group (<http://www.twincitieslanguagesusergroup.com>). Jason holds a Master's degree in Electrical Engineering from Marquette University. Visit his web site at <http://www.jasonbock.net>.

Brent Edwards – Associate Principal Consultant, Magenic Technologies



Brent Edwards is an Associate Principal Consultant for Magenic and a co-founder of the Twin Cities Windows 8 User Group. He is an accomplished software developer, architect, mentor, and speaker with over 8 years of experience in developing innovative solutions

with Microsoft technologies. Brent has worked on projects ranging from ASP.NET MVC with jQuery to WPF to Silverlight. He is also the author of MVVM Fabric (<http://mvvmfabric.com/>), a free MVVM framework for WPF. In addition to Microsoft technologies, Brent develops applications for the Android platform. His apps have over two million downloads and he was selected by Google as a Top Android Developer for their Device Seeding Program. When not cranking out code, you can find him hanging out with his wife and four kids or riding his wakeboard, snowboard or mountain bike. Check out his blog at <http://brentedwards.net> and follow him on twitter @brentedwards.

Kevin Ford – Practice Lead, Magenic Technologies



Kevin Ford is a Practice Lead with Magenic Technologies out of their Boston Office. For the past twenty years he has specialized in enterprise application development using the Microsoft stack. Kevin is an accomplished .NET architect and leader at Magenic. He works with each region to ensure that Magenic consultants have the right relationships, resources, and opportunities to advance their technical skills. Kevin also maintains the Xamarin Android implementation of the CSLA framework.

Anthony Handley – UX Practice Lead, Magenic Technologies



A 17-year design veteran, Anthony Handley leads Magenic's user experience design practice and is a five-time recipient of the Microsoft MPV Award. In the design and technology communities, he is a passionate advocate of compelling, intuitive experiences.

As a thought leader at Magenic, Anthony and his team help clients bring exceptional user experiences to their customers across a variety of channels and platforms including Windows 8, Windows Phone, iOS, Android and the Web.

Billy Hollis – Next Version Systems



Billy Hollis is an author and software developer from Nashville, Tennessee. Billy is co-author of the first book ever published on Visual Basic .NET, VB .NET Programming on the Public Beta. He has written many articles, and is a frequent speaker at conferences. He is the Regional Director of Developer Relations in Nashville for Microsoft, and runs a consulting company focusing on Microsoft.NET. You can visit his website at: www.billyhollis.com

Steve Hughes – Practice Lead, Magenic Technologies



Steve Hughes is a Practice Lead at Magenic. He works with Microsoft's SQL Server stack to deliver data and business intelligence solutions. He has been working with technology for over 15 years with much of that time spent on creating business intelligence solutions including multidimensional databases, reporting solutions, and data marts. He is passionate about using data effectively and helping customers understand that data is valuable and profitable. Steve also has experience working with a large



Conference Speakers, *continued*

Software as a Service vendor where he received awards for customer satisfaction and engineering excellence. In 2010, he received Consultant of the Year honors at Magenic. Steve believes the data in the cloud will change how information can be delivered to and consumed by the masses. He also provides insights from the field on his blog at <http://www.dataonwheels.com>. Steve currently leads the Minnesota SQL Server User Group (PASSMN) and is a PASS Regional Mentor for the Northeast.

Nick Landry – Senior Product Manager, Infragistics



Nick Landry (@ActiveNick) is a Senior Product Manager for Infragistics, the world leader in user interface development. Nick is at the helm of Infragistics' mobile, data visualization, and mapping developer tools across multiple technologies and platforms. He previously spent a total of 16 years of his career in IT consulting and services organizations across various technical and business roles, designing, building, managing and selling innovative software solutions for some of the world's top brands and Fortune 500 companies. Known for his dynamic and engaging style, he is a frequent speaker at major software development

conferences worldwide like Visual Studio Live!, TechEd, DevTeach and others, and is an 8-year Microsoft MVP awarded on Windows Phone Development.

With 20 years of professional experience, Nick is a developer and software architect by trade and specializes in Enterprise Mobility, Location Intelligence & Mapping, Touch Computing & NUI, Cloud Computing and Game Development with XNA. He wrote multiple articles for CODE Magazine, published white papers, wrote several mobility courses, has been a technical editor for IT books, and holds several professional certifications. Blog: www.ActiveNick.net LinkedIn: www.linkedin.com/in/activenick

Rockford Lhotka – CTO, Magenic Technologies



Rockford Lhotka is the CTO of Magenic, and is the creator of the widely used CSLA .NET development framework. He is the author of numerous books on software development, and regularly speaks at major conferences around the world. Rockford is a Microsoft Regional Director and MVP. Magenic is a company that specializes in planning, designing, building and maintaining your enterprise's most mission critical systems.

Lou Miranda – Technical Engineer, Mobility Group, Magenic Technologies



Lou Miranda is Technical Engineer and leader of the Mobility group at Magenic. He has over 25 years of experience architecting and executing enterprise software projects. Lou has been working exclusively with mobility since 2008, covering all development platforms and device types, after having extensive experience in MS-DOS, Windows, OS/2, Java, and the Web. Lou has coauthored a 'bible' book on WebLogic Server, wrote for many technical

and consumer magazines including Windows Tech Journal, OS/2 Magazine, J2EE Journal, and was a contributing editor at PC World magazine. Lou is a thought leader on mobility and an in demand speaker and panel member at industry and client mobility forums including; the Enterprise Mobility Summit, the Minnesota Government IT Symposium, Code Mastery, iOS user groups, and Modern Apps Live!

Brian Randell – Senior Consultant, MCW Technologies



Brian A. Randell is a senior consultant with MCW Technologies, LLC. For over 20 years, Brian has been building software solutions and educating his fellow developers. Brian spends his time teaching Microsoft technologies to developers, working with new and emerging technologies like Visual Studio 2010, Team Foundation Server 2010, SQL Server 2008 R2, and SharePoint 2010, and consulting worldwide for Fortune 500 companies like Microsoft, state and local governments, and small businesses. Brian enjoys helping people get the most out of their software. He does this through training for MCW Technologies and speaking at events such as Visual Studio Live!, TechEd, and the PDC. In addition, Brian shares through the written word. Brian currently writes the Team System column for MSDN Magazine.

Aidan Ryan – Lead Consultant, Magenic Technologies



Aidan Ryan got his start programming text adventures in GW-BASIC and hasn't looked back since. He is a .NET developer specializing in client-side technologies and web services, and employs these skills as a Lead Consultant at Magenic. Aidan is excited about the fast pace of innovation in web technology. He enjoys recording and performing music, comics, LEGO, and comedy. <http://www.aidanryan.com>



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Founded in 1995 by the same technical minds that still run the company, Magenic is a custom application development firm that focuses on the Microsoft stack and mobile application development. Our 400+ consultants are spread over six U.S. offices and one international location. Fronted by numerous Microsoft MVPs and V-TSPs, our development team is current on all of the newest Microsoft technologies, including Windows 8 and SQL Server 2012. With an in-house UI/UX design team and proven quality assurance and testing practice in place, Magenic is a logical fit for Fortune 1000 organizations seeking enterprise custom application development. www.magenic.com

Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft offers a wide range of innovative products and services designed to help individuals and organizations realize their full potential. www.microsoft.com

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AppDynamics is the next generation application performance management solution that simplifies the management of complex, business-critical apps. No one can stand slow applications—not IT Ops and Dev teams, not the CIO, and definitely not end users. With AppDynamics, no one has to tolerate slow performing apps ever again. AppDynamics customers include Netflix, Priceline, TiVo, AMICA Insurance, Hotels.com, StubHub, Staples, Insight Technologies, and Cornell University. For more information, visit www.appdynamics.com.



Confio Software is the leader in database DevOps performance solutions for DBAs, developers, and IT managers to accelerate application delivery, speed problem resolution, and reduce cost of IT operations. Confio's flagship product, Confio Ignite™ improves software development and service delivery for systems based on Microsoft SQL Server, Oracle, IBM DB2 and SAP Sybase databases, running on VMware virtual servers as well as physical servers. Confio has earned recognition on the Inc. 500/5000 and Deloitte Technology Fast 500 lists. www.confio.com



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EXHIBITORS, continued



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The SharePoint-Community.Net is an on-line community where professionals that live and breathe SharePoint hang out together. We have all of the features of modern social networks such as Facebook, Twitter and LinkedIn, but are concentrated solely on SharePoint. If you want to chat with others, see what's happening via your SharePoint activity feed, we'd love to have you! We also give you your own blog as well as running plenty of exciting competitions to make learning and contributing about SharePoint ... FUN! <http://sharepoint-community.net>

ALLIANCE MEDIA PARTNER



The Windows Developer User Group has been established to nurture knowledge base and collaboration among Windows Phone & Windows 8 application developers & enthusiasts. While primarily based in Columbus OH, developers from all around Ohio, neighboring states and just about anybody who has interest in the Microsoft ecosystem, is most welcome. Modus operandi includes monthly User Group meetups and developer hackathons! Find us @ <http://thewindowsdeveloperusergroup.com> or @windowsdevug.

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With a qualified directory of more than 2,000 Venture Capital and Mid-Market/LBO private equity firms, BoogarLists is an excellent place for entrepreneurs to begin their search for investment capital. Whether starting a new company or striving to take an early stage company to the next level, CEO's and CFO's will invariably want to seek out new sources of capital or other financial services. BoogarLists provides an extensive directory of financial, operations and marketing services, as well as a comprehensive directory of conferences and associations, across the technology, media and communications industries. www.boogar.com

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Venue Information

Combine business and pleasure! Make your time at Modern Apps Live! Orlando even better by bringing the family and staying at the Royal Pacific Resort at Universal Orlando, home to all SQL Server Live!, SharePoint Live!, Modern Apps Live!, and Visual Studio Live! Orlando sessions and activities. The Royal Pacific Resort at Universal Orlando is a perfect retreat with its exotic South Seas flavor for parents and kids alike.



Hotel Information

The Royal Pacific Resort at Universal Orlando provides comfort and relaxation in an ideal location. Situated just a short water taxi ride away from thrilling Universal CityWalk and the Universal Theme Park, this well-situated property makes visiting this sunny locale easy.

And to help make your conference experience more affordable, we've secured a special hotel rate of \$155 per night at the Royal Pacific Resort if you register by Tuesday, October 22, 2013.

Special attendee rate: \$155
Booked by: October 22, 2013

Make your hotel reservation online, or by calling Reservations at 866.360.7395 and ask for the Live! 360 Room Block.

Royal Pacific Resort at Universal Orlando

6300 Hollywood Way
Orlando, Florida, 32819
Phone: 866.360.7395

Rooms at the Royal Pacific Resort in the Live! 360 Room Block also include the following:

- Complimentary in-room internet connectivity
- Complimentary use of the Health Club

Rates are based on availability, so book your accommodations today.

Complete Conference & Hotel Package

If you select the Complete Conference & Hotel Package when registering, a hotel room at the Royal Pacific Resort at Universal Orlando will be reserved for you.



Venue Information, continued

Travel

Air Travel Discounts

American Airlines is offering a 5% discount to Live! 360 Orlando attendees for travel to Orlando International Airport between November 15 and 25, 2013. Mileage members can receive credit for all American miles flown to attend this conference. To take advantage of these discounts, please call toll-free, or have your travel agent call: American Airlines: 800.433.1790 and reference number 22N2AZ. To book your discounted ticket online go to www.aa.com and use the discount reference number above as the aa.com promotion code.

Car Rental Discounts

AVIS* Avis Rent-a-Car is offering a discount on car rental for Live! 360 Orlando attendees. To receive the discounted rates, call Avis at 800.331.1600 and use the Avis Worldwide Discount (AWD) number D005872.

Airport Transportation (Orlando International Airport)

The Royal Pacific Resort at Universal Orlando does not provide airport transportation, but there are several options:

Mears Transportation

800.759.5219

Mears provides convenient and affordable transportation between the Orlando International Airport and the Royal Pacific Resort. One way fares start at \$18. This is a shuttle service that will have other stops along the way.

Mears can also assist with sedan reservations or advance taxi reservations.

Taxi

One way fares from Orlando International Airport (MCO) average \$45-\$50

Directions to the Royal Pacific Resort at Universal Orlando:

Located in Universal Studios Florida, Loews Royal Pacific Resort is only 15 minutes from Orlando International Airport.

From Turnpike (North and South):

- Take Exit 259 (I-4 interchange) onto I-4 West (Tampa)
- Take Exit 74B (Universal Studios) and get in the right lane
- At traffic light, turn right onto Hollywood Way.
- Loews Royal Pacific Resort entrance is second entrance on the right

From Downtown Orlando (I-4 West):

- Take I-4 West to Exit 74B (Universal Studios) and get in the right lane
- At traffic light, turn right onto Hollywood Way
- Loews Royal Pacific Resort entrance is second on the right

From Tampa (I-4 East):

- Take I-4 East towards downtown Orlando.
- Take Exit 75A (Universal Studios) and get in the left lane
- At traffic light, turn left on Universal Blvd.
- Turn left at next traffic light (Hollywood Way)
- Loews Royal Pacific Resort entrance is 1/3 mile on your left

From Orlando International Airport:

- Take the North exit out the airport onto Beachline Expressway (SR528) West (International Drive, Convention Center)
- Continue on Beachline and take I-4 East
- Take Exit 75A (Universal Studios) and get in the left lane
- At the end of the exit ramp, turn left onto Universal Blvd.
- At the second traffic light, turn left (Hollywood Way)
- Loews Royal Pacific Resort entrance is 1/3 mile on your left
- *SR528 is a toll road.

From I-95 South:

- Take I-95 South to Exit 260B (I-4 West towards Orlando)
- Take I-4 West to Exit 74B (Universal Studios) and get in the right lane
- At the traffic light, turn right onto Hollywood Way
- Loews Royal Pacific resort entrance is second on the right

From I-95 North:

- Take I-95 North to Exit 205 (SR528 - Beachline Expressway) heading West
- Continue on Beachline and take I-4 East
- Take Exit 75A (Universal Studios) and get in the left lane
- Turn left on Universal Blvd.
- Turn left at second traffic light (Hollywood Way)
- Loews Royal Pacific Resort entrance is 1/3 mile on your left
- *SR528 is a toll road.

Hotel self or valet parking for Live! 360 attendees:

Self-parking is \$8* per day

Valet parking is \$12* per day

* Rates subject to change without prior notice.

Discover Orlando and the Universal Orlando areas

Visit www.orlandoinfo.com for information on places to visit and things to do in the Orlando area. You can also visit www.universalorlando.com for more information on the Universal Orlando theme parks and area.



Registration Packages

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

Register now at
www.modernappslive.com

Signing up 3 or more? Group Discounts are available!

Turn to page 18 for pricing details.

Are you a Modern Apps Live!, Visual Studio Live! or Live! 360 alumnus? Alumni discounts are available!

Turn to page 19 for pricing details.

The Modern Apps Live! 5-Day Package is your five day all-access pass to every keynote, session, workshop and event **November 18-22, 2013** for all four co-located conferences.

MODERN APPS LIVE! 5-DAY PACKAGE

SUPER Early Bird
(by September 12, 2013)
\$1,795
Save \$400

Early Bird
(by October 9, 2013)
\$1,895
Save \$300

Standard
(after October 10, 2013)
\$2,195

PACKAGE INCLUDES:

- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- All Pre-conference workshops • All Post-conference workshops • Receptions • Networking Events
- Lunch (November 18-22) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey
- Proceedings DVD of all course notes and sample code for all four conferences

The Modern Apps Live! 5-Day Conference & Hotel Package is your five day all-access pass to every keynote, session, workshop and event **November 18-22, 2013** for all four co-located conferences; PLUS five nights at the Loews Royal Pacific Resort.

MODERN APPS LIVE! 5-DAY CONFERENCE & HOTEL PACKAGE

SUPER Early Bird
(by September 12, 2013)
\$2,745
Save \$400

Early Bird
(by October 9, 2013)
\$2,845
Save \$300

Standard
(after October 10, 2013)
\$3,145

PACKAGE INCLUDES:

- Modern Apps Live! 5-day Package
- 5 nights at the Loews Royal Pacific Resort (Room and tax only) - only available Sunday night (November 17) through Thursday night (November 21), departing Friday (November 22)

The Modern Apps Live! 3-Day Package is your three day all-access pass to every keynote, session and event **November 19-21, 2013** for all four co-located conferences.

MODERN APPS LIVE! 3-DAY PACKAGE

SUPER Early Bird
(by September 12, 2013)
\$1,395
Save \$300

Early Bird
(by October 9, 2013)
\$1,495
Save \$200

Standard
(after October 10, 2013)
\$1,695

PACKAGE INCLUDES:

- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- Receptions • Lunch (November 19-21) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings DVD of all course notes and sample code for all four conferences

Registration Packages, continued

The Modern Apps Live! 3-Day Conference & Hotel Package is your 3-day all-access pass to every keynote, session and event **November 19-21, 2013** for all four co-located conferences; PLUS four nights at the Loews Royal Pacific Resort.

MODERN APPS LIVE! 3-DAY CONFERENCE & HOTEL PACKAGE

SUPER Early Bird
(by September 12, 2013)
\$2,165
Save \$300

Early Bird
(by October 9, 2013)
\$2,265
Save \$200

Standard
(after October 10, 2013)
\$2,465

PACKAGE INCLUDES:

- Modern Apps Live! 3-Day Package
- 4 nights at the Loews Royal Pacific Resort (Room and tax only) - only available Monday night (November 18) through Thursday night (November 21), departing Friday (November 22)

The Live! 360 Workshop Pass grants you access to one full-day workshop at Live! 360 Orlando on either **Monday, November 18** OR **Friday, November 22, 2013**.

LIVE 360! WORKSHOP PASS \$495

PASS INCLUDES:

Pre-Conference Workshop – Monday, November 18; OR
Post-Conference Workshop – Friday, November 22, 2013

GROUP DISCOUNTS

Group discounts are available for companies who bring 3 or more people.

For questions or to register your group, please call 541.346.3537

MODERN APPS LIVE! 5-DAY GROUP DISCOUNT PACKAGE (3+ COLLEAGUES)

Group Rate
\$1,495

Save \$700 off the Standard Rate per Attendee

PACKAGE INCLUDES:

- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- Pre-conference workshops • Post-conference workshops • Receptions • Networking Events • Lunch (November 18-22)
- Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey
- Proceedings CD of all course notes and sample code

Registration Packages, continued

ALUMNI DISCOUNTS

- The Modern Apps Live!, Visual Studio Live! or Live! 360 Alumni Best Value Package is your five day all-access pass to every keynote, session, workshop and event **November 18 – 22, 2013**.

MODERN APPS LIVE!, VISUAL STUDIO LIVE! OR LIVE! 360 ALUMNI BEST VALUE PACKAGE (5 DAY)

SUPER Early Bird
(by September 12, 2013)
\$1,595
Save \$600

Early Bird
(by October 9, 2013)
\$1,695
Save \$500

Standard
(after October 10, 2013)
\$1,795
Save \$400

PACKAGE INCLUDES:

- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- All Pre-conference workshops • All Post-conference workshops • Receptions • Networking Events
- Lunch (November 18-22) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey
- Proceedings DVD of all course notes and sample code for all four conferences

- The Modern Apps Live!, Visual Studio Live! or Live! 360 Alumni 5-Day Conference & Hotel Package is your five day all-access pass to every keynote, session, workshop and event **November 18-22, 2013** for all four co-located conferences; PLUS five nights at the Loews Royal Pacific Resort.

MODERN APPS LIVE! ALUMNI COMPLETE CONFERENCE & HOTEL PACKAGE (5 DAY)

SUPER Early Bird
(by September 12, 2013)
\$2,545
Save \$600

Early Bird
(by October 9, 2013)
\$2,645
Save \$500

Standard
(after October 10, 2013)
\$2,745
Save \$400

PACKAGE INCLUDES:

- Modern Apps Live! 5-day Package
- 5 nights at the Loews Royal Pacific Resort (Room and tax only) - only available Sunday night (November 17) through Thursday night (November 21), departing Friday (November 22)

**"(I LIKED THE) MODERN APPS LIVE TRACKS. PRESENTERS
REALLY KNEW THEIR STUFF, MASTERED THEIR SUBJECT."**

- Francois Mongeau, Manager, Dealerlive Inc.