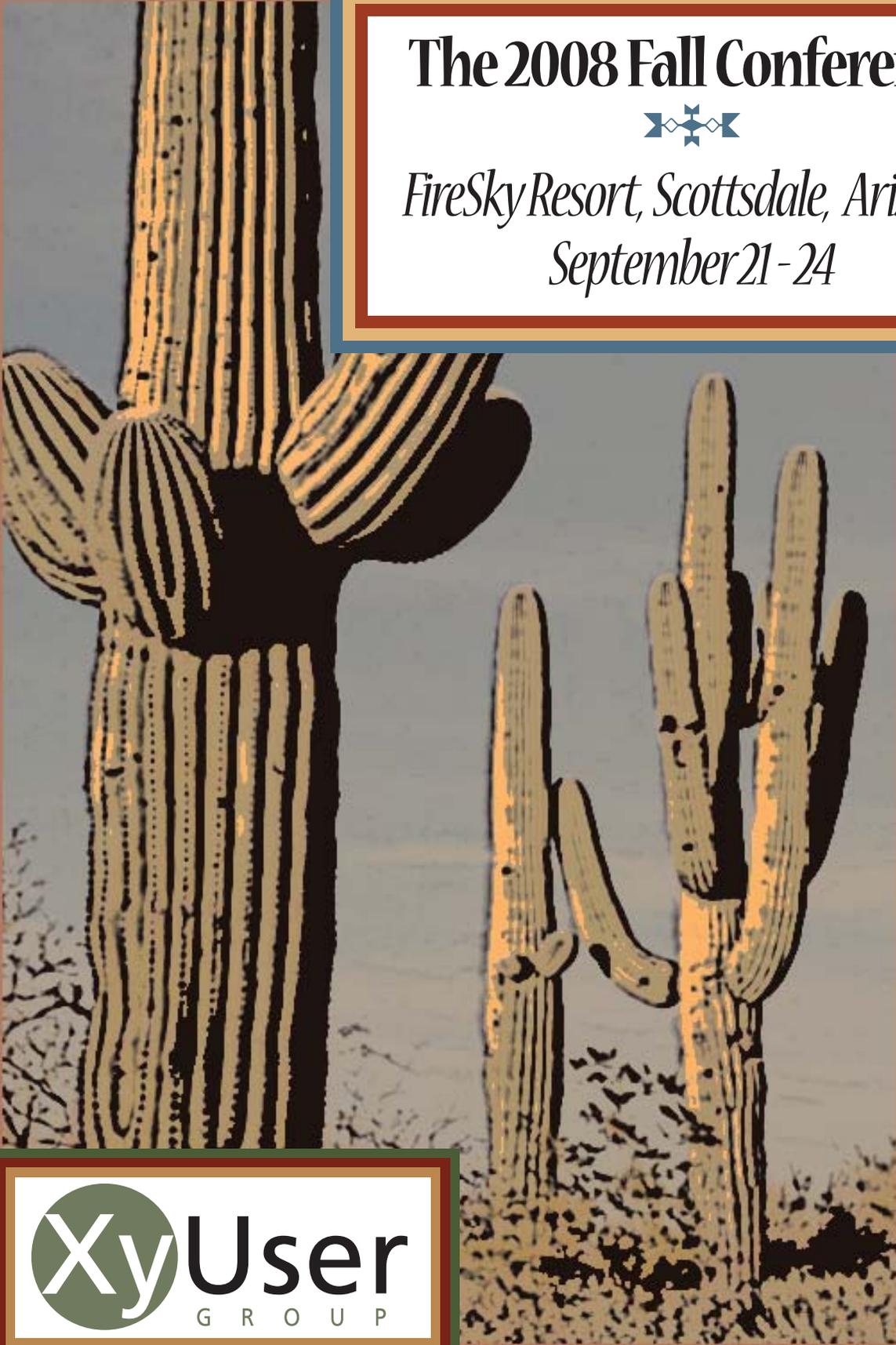




The 2008 Fall Conference



FireSky Resort, Scottsdale, Arizona
September 21 - 24



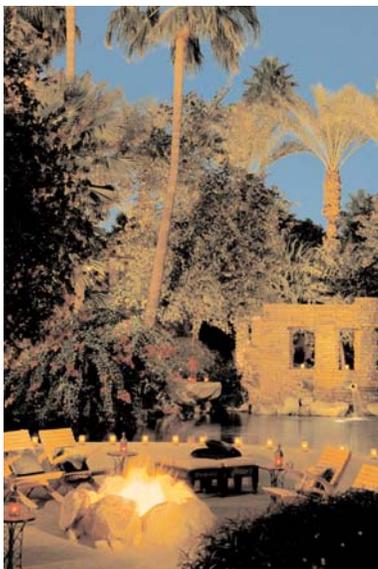
The 2008 Fall Conference ❖❖❖ Scottsdale, Arizona

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 and you will hear case studies and learn about industry trends. XyEnterprise presents product updates and welcomes feedback on your needs for the future.

The 2008 Conference features three mini-clinics that will extend your expertise with Contenta tools, XPP styles, and Perl programming. Monday through Wednesday, informative and lively sessions include 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 2008 Conference, you can learn how to leverage data and product strengths, influence future XyEnterprise software releases, meet colleagues from around the country and the world, hear about the latest software releases from XyEnterprise, and talk directly to XyEnterprise technical staff.



Registration

Registration fee for this year's conference is \$950 each for XyUser Group members and \$1,350 for non-members. Final deadline for registration is **Friday, August 29**; however, you may elect to do an early registration as described below.

Early Registration: We are again offering an early registration discounted cost of \$900 per person **if you register and pay by Friday, July 25**. After that date, the regular fee will apply.

Registration fees cover breakfast and lunch each day, as well as coffee breaks during the day, the social activity on Monday evening, 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. This year all registrations must be done online at www.xyug.org, under Latest News and/or Conferences/Upcoming. Or you may go directly to the registration form at www.xyug.org/public/2008FallConferenceRegistration.htm. If registering online is not convenient for you, you may complete the form online, print it and mail or fax 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.



Transportation

SuperShuttle (www.supershuttle.com or 800.258.3826) offers transportation from Phoenix SkyHarbor Airport to the FireSky Resort for \$16 per person one-way. Taxi fare ranges from \$25 to \$45. Onsite parking is free at the resort.

Contact

Should you have 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.

Hotel Reservations

Deadline for making hotel reservations is **Friday, August 22**. After that date, the hotel cannot guarantee the special XyUser Group room rate.

Single or double rooms for XyUser conference attendees are \$189 per night plus 11.92% tax. To reserve a room you may call the hotel direct at 800.KIMPTON or 480.945.7666 (mention the XyUser Group Conference). Or you may book online at www.fireskyresort.com. (Click on "Reservations," select dates, number of adults, and number of rooms, enter 500582 in the Rate Code field, and click "Search.")

The hotel will guarantee this rate for 3 days before and 3 days after the conference dates.



GREETINGS from



The palm trees rustle in the gentle September warmth, off in the distance the Superstition Mountains shimmer in the desert haze, and the friendly Saguaro cactus welcome you to the beautiful Arizona oasis of Scottsdale and the Valley of the Sun. Walk outside the grand entrance of the FireSky Resort onto Scottsdale Road, and then up to Old Town, the heart of the American West. Enjoy some of the best restaurants in America or sample the wonderful local Southwest cuisine. Less than a mile away, you can easily hike to the top of Camelback Mountain; go a few miles further and visit Papago Park and the Desert Botanical Gardens, the beautiful home of thousands of varieties of cactus and Sonoran wildlife. Travel a bit further and tour the Heard Museum in Phoenix to see one of the great collections of Native American art and culture. Or take a day before or after the Conference to see spectacular Sedona or even the Grand Canyon. Come to the 2008 XyUser Conference in Scottsdale and shop, eat, hike, tour, or just sit by the pool and breathe the fragrant desert air and gain a wealth of knowledge from more than forty sessions.

Conference Schedule for Sunday, September 21

10 am to 4 pm

Mini-Clinic 1: Contenta Tools

Harvey Greenberg, XyEnterprise

Colorado

This mini-clinic provides an introduction to the Contenta API and a foundation for participants to begin their own exploration. Topics include: setting up tools and connecting to the database; client tool examples, focusing on automating things one typically does manually in the desktop client; server tool example, such as publishing to XPP and workflow triggers; Manipulating XML; Writing a simple web tool. 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. *Level: Intermediate to advanced*

Mini-Clinic 2: Beginning to Program with Perl

Bart Terryn, Grafikon

Utah

Perl is omnipresent in the XPP environment. Understanding and using Perl will help you to make your XPP system more efficient. This mini-clinic offers a step-by-step introduction to the Perl programming language. It is your chance to get an introduction to Perl within the XPP world. The mini-clinic starts from the very beginning. For each new function you will be presented with source code consisting of a small sample program, allowing you to experiment and enhance your knowledge after the session. Most of the examples will be centered around XPP, so that you can immediately see what Perl can do for your XPP environment.

Mini-Clinic 3: Vertical and H&J Specs

Joshua Faigen

New Mexico

You control the vertical. You control the horizontal. (Well, you *should*, anyway.) In this mini-clinic, we first delve into the Eternal Mysteries of Vertical Justification, vertical spacebands, widow control (What ever happened to the poor orphans?), column alignment, and the fearsome Pagination Tries spec. We'll expand, we'll squeeze, and then perhaps we'll even feather! Following our tour of the Vertical, we'll move on to Hyphenation and Justification and discover the beauty of typography in spaceband expansion rules, fine tuning of rags, elimination of loose lines, and figuring out what to do with those pesky web addresses that run longer than *War and Peace*. We'll take it from the beginning and explore strategies that you can use to make every column a work of art.

5 to 7 pm

Registration and Reception

Nevada/California

Conference Schedule for Monday, September 22

7:30 to 8:30 am	Registration and Breakfast Nevada/California			
8:30 to 10 am	XyEnterprise Update with Kevin Duffy, Mark LeBlanc and Carol Bumbaca Nevada/California			
10 to 10:30 am	Coffee Break			
10:30 am to Noon	Session 1a,b Contenta Product Update Colorado		Session 1c,d XPP Product Update New Mexico	
Noon to 1:30 pm	Lunch Nevada/California			
1:30 to 3:00 pm	Session 2a DITA Update 2008 Colorado	Session 2b ContentaView Product Update New Mexico	Session 2c XPP 8.2 Utah	Session 2d Developing Styles by Design Territorial
3:00 to 3:30 pm	Break			
3:30 to 5:00 pm	Session 3a Contenta Administration Colorado	Session 3b ContentaView Case Study New Mexico	Session 3c Multilingual Publishing in XPP Utah	Session 3d XSLT In Depth Territorial
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

Deb Boczulak, XyEnterprise

The next generation of Contenta has arrived. In Contenta 4.0, we've made several changes to improve the user experience, introduced new platforms and changed the way we develop the product. XyEnterprise continues to look ahead at the evolving content management market and identify features and functionality that enhance current product offerings and offer our customers solutions to real business problems. We'll talk about planned enhancements for the coming year and discuss other activities that we're undertaking to help us meet those goals. This session is geared toward all attendees interested in content management.

Session 1c,d XPP Product Update

Jon Parsons, XyEnterprise

Development work on the next release (XPP 8.2) has been underway for some time now. New features will leverage the Unicode foundation built into the 8.x family, expand the languages supported for global publishing, and open up the OpenType font environment in a fundamental way. This talk outlines those features in XPP 8.2, describes how XPP plays a role in publishing DITA content, and describes the research that has been done anticipating post 8.2 features. It provides an overview of what to expect in the near term and where XPP will go over the long term in supporting a solid, reliable, standards-based publishing process.

Session 2a DITA Update 2008

Deb Boczulak, XyEnterprise

The DITA user community is growing and becoming more sophisticated. We've added new functionality to streamline getting content into Contenta, improved the editing experience by providing more CMS features within the editing environment and added tools to support simultaneous documentation projects based on the same content. During the session, we'll look at the evolving standard, trends in the DITA space and look at the new feature set in depth. This session is geared toward all attendees interested in content management and DITA.

Session 2b ContentaView Product Update

Andrew Trese, XyEnterprise

In this session, we will take a look at a year of exciting ContentaView developments and new features. We'll focus on how ContentaView's paradigm of intelligent information delivery can help you publish and distribute your interactive content and multimedia to a wide audience on many different platforms through the Web or on CD-ROM. We will discuss ContentaView's use of XML throughout the entire application to create a highly configurable and dynamic user experience, and demonstrate some of this functionality in action.

Session 2c XPP 8.2

Steve Piercey, XyEnterprise

The next version of XPP is on the horizon and it has some customer requested "goodies." This will be an in depth engineering presentation of some of the features of XPP 8.2. New features will be demonstrated.

Session 2d Developing Styles by Design

Joshua Faigen, Consultant

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, easier to develop styles for, and more beautiful? We'll take on page layout design, pair kerning vs. tracking, ligatures and pseudo-fonts, proper adjustment of variable spacebands, rules of justification, getting the leading right, font stuff, and much more. Remember: typography can be *fun*!

Session 3a Contenta Administration

Rachel Cooper, XyEnterprise

This year's Contenta Administration session will focus on some new developments that better support administration. These enhancements will allow sites to extend and develop tools for typical syadmin functions. We'll look at the new Sysadmin API and show you how we're using it at XyEnterprise today. This session is geared toward technical users.

Session 3b ContentaView Case Study

Andrew Trese, XyEnterprise

This session will focus on how a customer approached their requirements for publishing interactive content and multimedia using ContentaView. We'll analyze their process from content creation to quality assurance through delivery. We will learn how they used ContentaView's XML publishing capabilities and configurable environment to meet customer needs in presentation, usability, platform requirements and distribution.

Session 3c Multilingual Publishing in XPP

Laurie Hagar, XyEnterprise and David Bottjen, Independent Consultant

Your publications are going global. Where to start? This session will pull together all the elements that you should consider, including hyphenation, fonts, data type, document format and workflow. We'll discuss how XPP supports publishing in multiple languages, especially Asian, but with a nod to forthcoming right-to-left support, and of course the use of accents. The session will also discuss where to start with fonts, from purchasing to implementing them within the XPP font environment. Input data and markup will be addressed, as well as approaches to style development. Various publishing scenarios will be presented including the use of multiple languages within a single document, and publishing the same document separately in different languages.

Session 3d XSLT In Depth: Reusing Arbortext Stylesheets in XPP

James Sulak, Jones McClure Publishing

Learn how to speed XPP style development and prevent errors by using the same generated-text logic in Arbortext Editor and in your XPP mark up. I will demonstrate how to use XSLT to transform an Arbortext-Styler-exported XSL-FO stylesheet into a generated-text transform that can 1. be easily and automatically updated as your Styler stylesheet changes, and 2. be used in your inbound XPP data transforms. You will expand your XSLT skills by learning the structure and logic of multiple-mode and multiple-pass stylesheets along with techniques for transforming XSLT transforms using XSLT itself. This knowledge can be applied to avoid redundant work when developing for multiple publishing platforms, including HTML and Microsoft Word. Prerequisite skills: XSLT experience.

Conference Schedule for Tuesday, September 23

7:30 to 8:30 am	Breakfast Nevada/California			
8:30 to 10 am	Session 4a AJAX, Java, JavaScript and Web Interfaces (Part I) <i>Colorado</i>	Session 4b An Agile Process – How We at LexisNexis are Using Agile <i>New Mexico</i>	Session 4c MathML (Part I) <i>Utah</i>	Session 4d Transformation Methodologies <i>Territorial</i>
10 to 10:30 am	Coffee Break			
10:30 am to Noon	Session 5a AJAX, Java, JavaScript and Web Interfaces (Part II) <i>Colorado</i>	Session 5b XML Standards Update <i>New Mexico</i>	Session 5c MathML (Part II) <i>Utah</i>	Session 5d XPath <i>Territorial</i>
Noon to 1:30 pm	Lunch Nevada/California			
1:30 to 3:00 pm	Session 6a Contenta 4.0 Upgrade Strategies <i>Colorado</i>	Session 6b Business Trends in Content Management <i>New Mexico</i>	Session 6c Footnotes and Table Notes <i>Utah</i>	Session 6d XyPerl 1 <i>Territorial</i>
3:00 to 3:30 pm	Break			
3:30 to 5:00 pm	Session 7a Contenta Case Study <i>Colorado</i>	Session 7b Highly Effective Style Development Practices <i>New Mexico</i>	Session 7c XPP Product Update <i>Utah</i>	Session 7d New Diffing Technologies in XPP and Contenta <i>Territorial</i>

Session 4a

AJAX, Java, JavaScript, and Web Interfaces That Rock (Part I) *Harvey Greenberg, XyEnterprise*

XyEnterprise AJAX (Asynchronous JavaScript and XML) tools are based on handshakes between two components: Java servlets on the web server and JavaScript on the web. This double session provides an introduction to the underlying technology. All attendees will gain an appreciation for where AJAX. We will also present an introduction to Java and JavaScript for those interested in picking up some programming skills. *Continued in Session 5a.*

Session 4b

An Agile Process – How We at LexisNexis are Using Agile *Cynthia Monahan, LexisNexis*

This session 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 discuss how to set up a process using many of the tools you use today, including: setting up an Excel worksheet as your workbench; how to set up and use checkpoint meetings; priorities; releasing for testing; regression testing; and releasing to production.

Session 4c

MathML in XPP (Part I) *Laurie Hagar, XyEnterprise*

There are equations ... and then there are equations. Radicals, brackets, fences, fractions, integrals, operators and exponents can make it all sound like rocket science. We'll break it down and present all the pieces involved in XPP math composition – including markup, specs, configuration files and fonts. Discussion points will include MathML, customization and STIX fonts. *Continued in Session 5c.*

Session 4d

Transformation Methodologies *Chuck Dombek, Wolters Kluwer Health*

This session for XPP developers will focus on the transformation methods (Perl, XSLT, XyChange) used to process your XML/SGML to or from XPP as well as to or from some other desired output tool or format. After a general overview of transformation syntax and processes, the session will review multiple example transformations to explain how to optimize your transformation processes as well as debugging practices.

Session 5a

AJAX, Java, JavaScript, and Web Interfaces That Rock (Part II)

Session 5b

XML Standards Update *Jon Parsons, XyEnterprise*

This talk will give you high-level guidance in evaluating standards from OASIS, the W₃C, ISO, ECMA, and other vendor consortiums. In addition, it will deal with burning questions like: What do XSL-FO, OOXML, and ODF have in common? Is OOXML really an ISO standard? What is Microsoft up to with XPS? Why should I care? Isn't DITA done? And, why did we need S1000D 3.0 anyway?

Session 5c MathML (Part II)

Session 5d XPath

Bart Terry, Grafikon

XPath allows you to connect a specific context case with a specific presentation. Also, XPP XPath is very different from XML XPath. We will take you on a tour of XPath, visiting the IF XPath, whose syntax resembles the XML XPath syntax and then showing that you can do the same things with the XX XPath using a very different syntax. And finally, you will see how to do the same things with XyPerl.

Session 6a

Contenta 4.0 Upgrade Strategies *Deb Boczulak and Carol Bumbaca, XyEnterprise*

This session examines the Contenta upgrade process from A to Z. We will cover 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 recommended for anyone using Contenta 3.X.

Session 6b

Business Trends in Content Management *Camille Roy, XyEnterprise*

We will do our annual review of what we at XyEnterprise are seeing in our volatile content management and enterprise publishing markets. We will also discuss what impact these trends will have on our product direction and future ways of doing business.

Session 6c

Footnotes and Table Notes *Alise Hunter, XyEnterprise*

So here you are, composing footnotes or table notes and you are asking "Why did that happen?" Our discussion will be more technical, giving you the background on the how and why of footnotes and table notes.

Session 6d XyPerl 1

Bart Terry, Grafikon

XyPerl has proven that making use of the programming capability of Perl within XPP composition is one of XPP's powerful features. This single session will show you how to get started with XyPerl and talk you through the implementation details. The Perl syntax will be kept to a minimum and we will concentrate on possible uses.

Session 7a

Contenta Case Study *Tracey Atkinson and Kristian Van Tassell, Siemens*

This case study will cover Siemens' implementation of Contenta over the past two years. We will discuss the ROI/business case, legacy system migrations, custom schema, and the related successes and challenges. In addition, we will talk about the custom tools that are needed to meet the end-user requirements, including a brief description of areas of the API that are exposed and code snippets where applicable.

Session 7b

Highly Effective Style Development Practices *John Hoffman, XyEnterprise*

In this session, XyEnterprise XPP consultants review and discuss the best practices for XPP style development. They look at the methods of organizing the job, breaking down an XML instance into smaller, more manageable units, developing styles for the long term, as well as techniques for testing and deploying styles into production.

Session 7c

XPP Product Update *Jon Parsons, XyEnterprise*

See Session 1c,d.

Session 7d

New Diffing Techniques *Rachel Cooper and Steve Piercey, XyEnterprise*

What's the difference in differencing? The next major release of both XPP and Contenta utilize new XML-aware differencing software. This will be an engineering presentation of some the benefits of moving to this new technology.

Conference Schedule for Wednesday, September 24

7:30 to 8:30 am	Breakfast Nevada/California			
8:30 to 10 am	Session 8a Contenta Collaboration <i>Colorado</i>	Session 8b VPN Remote Access <i>New Mexico</i>	Session 8c Document Import/Output to/from MS Office <i>Utah</i>	Session 8d Translation Management <i>Colorado</i>
10 to 10:30 am	Coffee Break			
10:30 am to Noon	Session 9a Content Management and Publishing Framework <i>Territorial</i>	Session 9b Using XML-FO to Deliver Your XML Content <i>New Mexico</i>	Session 9c Web Services <i>Utah</i>	Session 9d CITI <i>Territorial</i>
Noon to 1:30 pm	Lunch Nevada/California			
1:30 to 3:00 pm	Session 10a Contenta Wish List <i>Colorado</i>	Session 10b Delivering Multimedia in Your Publishing Workflow <i>New Mexico</i>	Session 10c Frills Processing Toolkit <i>Utah</i>	Session 10d What You're Doing Manually ... and How to Stop! <i>Territorial</i>
3:00 to 3:30 pm	Break			
3:30 to 4:30 pm	Session 11 XPP Wish List <i>Colorado</i>			

Session 8a Contenta Collaboration

Mark LeBlanc, XyEnterprise

This session will explore tools that aid in collaboration, the BranchMerge tool set. These tools were developed for DITA initially but we are looking to extend them to the base Contenta product. How are you managing different revision levels to meet your customer deliverables? At what level in your hierarchy are you managing this today, at the publication level or lower? This session is open to all skill levels.

Session 8b VPN Remote Access

Craig Sisler, Capital Systems

This session focuses on how you can extend your production environment to users anywhere in the world, securely and cost effectively, without adding remote servers and support staff. Capital Systems will present a case study describing how it uses VPNs and other remote access technology with minimal startup and maintenance costs but with big payoffs in profitability and productivity. This will not be a highly technical session.

Session 8c Word to XPP and Back Again: Three Different Approaches

*Chris Leggett, Letterpart and
Bart Terry, Grafikon*

Importing data from Microsoft Office that into XPP is essential to most of us. Furthermore, customers often require the information to be changed during the publishing process but then represented to them, with all the changes in place, in its original format as well as the traditional PDF and XML or HTML for on-line publication. This session will use real-life examples to explore using RTF, MSXML and Open Office XML as the starting format.

Session 8d Translation Management

Sara-Beth Doner, Research in Motion

This presentation discusses the Contenta DITA tools that Research in Motion uses to meet the challenges of localizing content. We explore the impact on the roles of writers, localization project managers, and the translation vendor and we discuss the ongoing challenges around translation issues. This presentation should appeal to translation project managers, end users, tools specialists, and managers.

Session 9a Content Management and Publishing Framework

*John Hoffman and Mark LeBlanc,
XyEnterprise*

This session is for those who are interested in content management systems and batch processing documents thru XPP. During this session, XyEnterprise consultants will present a round up of the capabilities of the Contenta DITA and the Contenta S100D interfaces, as well as the XPP web services interface, XPP PUB.

Session 9b Using XSL-FO to Deliver Your XML Content

*Alise Hunter and Jon Parsons,
XyEnterprise*

XSL-FO is supported by the DITA Open Toolkit and can be used to format a variety of content types marked up in XML. We will introduce XSL-FO and look at where it is being used, how it fits into an overall publishing workflow, and what it's like to work with. This session will not be a technical presentation of the XSL-FO language, but it will introduce where it fits, and what it is like to work with in a real-world setting.

Session 9c Web Services

*Chris Leggett, Letterpart and
Bart Terry, Grafikon*

This will be a live demo of our new and improved Web Services capability. We have replaced the single format approach to driving the system with XSLT transformations to get from individual customer control files to a common format. We have improved error reporting and added the ability to build publications via drag-and-drop interface. Also, we can now run other processes, including CITI.

Session 9d CITI

Jaye Mize, Federal Reserve Board

CITI (Contents, Indexes, Tables, and Illustrations) processing will be demonstrated using real jobs in this session. We will discuss production methods for both classic XPP and ML XPP, the DA ticket, how best to run CITI within different production environments, the significance of transforming the data, and the potential of using cross reference macros instead of the register save macro.

Session 10a Contenta Wish List

Deb Boczulak, XyEnterprise

We'll review last year's wish list to confirm relevance in today's environment, rate relative importance of the item and sneak in a few new wishes too. Please come prepared to talk about your current business challenges and requirements.

Session 10b Delivering Multimedia in Your Publishing Workflow

Jon Parsons, XyEnterprise

This session describes what's happening in the IT world, why content consumers are coming to expect richer content, and what's needed to enhance your workflow to include more graphical, interactive, and user-oriented deliverables. This talk provides guidelines on how to approach that evolution.

Session 10c Frills Processing Toolkit

Mark Hutchison, Solidair

We take a look at what else can be done in the frill block other than outputting the page number! Animated graphic "flick" books; on-the-fly database extracts; on-the-fly tables of contents; cross-block/page boxes and as many extreme cases as we can cram in.

Session 10d What You're Doing Manually ... and How to Stop!

Laurie Hagar, XyEnterprise

This session offers a little psychology, a little technology, some applied science, and a bit of artistry. We'll look at the kinds of things you might be doing manually and why. Then show you some basic tools available in every XPP system that anyone can use to increase efficiency and automation. Next, we'll add some power-user tips and tricks for speed. And finally, we'll show style development features and techniques that you could or should utilize to stop the madness.

Session 11 XPP Wish List

Jon Parsons, XyEnterprise

XPP continually adapts to support emerging best practices and changes in technology and the industry. Key to shaping XPP are the discussions held and the requests presented at each XyUser conference. This session is your opportunity to address XPP product marketing and engineering directly. Come prepared with your requests for the short term, the business impact of your request, a description of the strategic forces at play in your business, and your vision of what you need to stay productive and competitive in the rapidly changing world of publishing.



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