



www.sqe.com

Contact: Cindy Castillo  
[ccastillo@sqe.com](mailto:ccastillo@sqe.com)  
904-278-0524 ext. 201

## Program Announced for the Better Software Conference & EXPO

**Jacksonville, Fla. – July 11, 2005** – The International Conference covering Development Lifecycle Practices will take place **September 19-22, 2005**, at the Hyatt Regency San Francisco Airport. The **Better Software Conference & EXPO** <http://www.sqe.com/bsce5pr> aims to inform software professionals with an outward, customer-focused view of development. Attendees will also learn about the latest tools, trends, and issues regarding Agile development approaches, plan-driven development methods, and process improvement programs.

On **September 21-22**, attendees can explore the one-of-a-kind **EXPO**, designed to bring the latest solutions in technologies, software, and tools covering all aspects of software development. Technical presentations and demonstrations will be conducted throughout the EXPO to help find the tools and services to support and improve a variety of software projects. Attendees meet one-on-one with representatives from some of today's most progressive and innovative organizations.

### Keynote Sessions

<http://www.sqe.com/bettersoftwareconf/keynotes.asp>

**"Agile and Adaptive Project Management —The Declaration of Interdependence,"** presented by **Alistair Cockburn**, unravels the six rules of operation in the Declaration of Interdependence. Alistair has led a string of successful projects—some in software and some not in software—and rolled the experiences together to help craft both the Agile Manifesto and the Declaration of Interdependence.

**Bill Curtis** presents **"Politics and Polemics in a Corporate Measurement System"**. Through Bill's fascinating and sometimes bizarre story, you'll be convinced that system measurement is not only a technical undertaking but also a political one. Bill Curtis is the chief process officer of Borland Software Corp., a global leader in helping companies optimize their development and delivery of software applications.

**Ken Schwaber** discusses his experiences in organizations making the profound change to Agile development and offers his predictions about where the software industry and Agile development practices are headed in the next five years in **"Transitioning to Agile Development"**. Ken is the author of *Agile Software Development with Scrum* and *Agile Project Management with Scrum*.

**"Six Impossible Truths about Developing Software —All Before Breakfast"**, presented by **Tim Lister** delves into the belief that declaring things to be impossible is both therapeutic and the first step toward finding a better way to deal with our limits and frailties. Tim is co-author of the book, *Waltzing With Bears: Managing Risk on Software Projects* which won Software Development magazine's Jolt Award as General Computing Book of the Year 2003-2004.

**Lee Copeland** presents, **"Choosing the Best of the Plan-Driven and Agile Development Methods"**. Lee offers insights and suggestions on the methods and approaches that will be most valued on your project —control vs. flexibility. Lee Copeland is the author of the popular reference book, *A Practitioner's Guide to Software Test Design*.

### Tutorials

<http://www.sqe.com/bettersoftwareconf/tutorials.asp>

Daylong tutorial sessions provide real world experiences from leading software experts:

Alistair Cockburn, Consultant

Johanna Rothman, Rothman Consulting Group, Inc.

Michael Feathers, Object Mentor Inc.

David Herron, The David Consulting Group

Patricia Ensworth, Harborlight Management Services

Lee Copeland, Software Quality Engineering

Payson Hall, Catalysis Group, Inc.

Joshua Kerievsky, Industrial Logic

Ken Schwaber, Consultant

Linda Westfall, The Westfall Team

Mike Cohn, Mountain Goat Software

Esther Derby, Esther Derby Associates, Inc.

Elisabeth Hendrickson, Quality Tree Software, Inc.

Bill Curtis, Borland Software Corporation

Tim Lister, Atlantic Systems Guild, Inc.

### Who's Behind the Conference?

Better Software. It's project management, measurement and metrics, design and architecture, test and evaluation. It's Agile methods, plan-driven and requirements-driven processes, software process improvement, business value, and ROI, as well as coverage on emerging technologies. It's special reports, salary surveys, and a steady stream of ideas for software professionals focused on quality.

<http://www.BetterSoftware.com>

StickyMinds.com, the most comprehensive online resource for helping you produce better software, offers an unrivaled scope of original articles from industry experts, technical papers, industry news, a searchable tools guide, discussion forums, and much more.

<http://www.StickyMinds.com>

Software Quality Engineering assists software professionals and organizations interested in improving customer service, boosting productivity, and improving ROI through better software quality practices. Software Quality Engineering hosts three of the industry's most recognized software quality conferences including the STAR conference series and the Better Software Conference & EXPO. From the classroom to the Web, Software Quality Engineering delivers software testing and development seminars, provides consulting services, specialized publications, and research. <http://www.sqe.com>

To apply for a press pass to a Software Quality Engineering conference event, visit <http://www.sqe.com/presspass.asp>

###