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THE LATEST TRENDS IN THE TESTING INDUSTRY COME TO ORLANDO THIS MAY

Jacksonville, Fla. – March 29, 2005 – STAREAST 2005, The Software Testing Analysis & Review Conference will take place **May 16-20, 2005**, at the Rosen Centre Hotel in Orlando, Florida. The STAR conference provides guidance and state-of-the-art best practices, tools, and services to software professionals faced with quality challenges. The mission of this conference, now in its 13th year, is to help make sense of trends, technologies, and strategies in the testing world today. The STAR conference addresses questions about outsourcing, security, automation, and many other hot-topics in the industry.

Testing experts share their insight at **STAREAST 2005** in a technical program that consists of 18 tutorials, 6 keynote sessions, and 42 concurrent sessions. A detailed master schedule can be found at <http://www.sqe.com/stareast/glance.asp>

The **Testing EXPO** on May 18-19 provides information to support software testing efforts and allows attendees the opportunity to explore and evaluate testing resources. A complete list of conference sponsors and exhibitors is available by visiting <http://www.sqe.com/stareast/expo.asp>

A number of **Special Events** are scheduled at **STAREAST 2005** including a testing certification exam, lightning talk, and a Web Testing Circus. For complete information on these and other special events visit <http://www.sqe.com/stareast/events.asp>

Keynote Sessions

The keynote sessions are an opportunity to gain insight and receive information from respected international testing experts. They will take place Wednesday, May 18, through Friday, May 20. For additional information regarding the keynotes, visit <http://www.sqe.com/stareast/keynotes.asp>

"A New Paradigm for Collecting and Interpreting Bug Metrics," presented by **James Bach**, examines the subtleties of bug metrics analysis and shows examples of both helpful and misleading metrics from actual projects. James is founder and principal consultant of Satisfice, Inc., a software testing and quality assurance company.

Jeff Feldstein presents **"Testing of Web-Based and Java Applications with Models."** Learn about Jeff's success and the obstacles he faced implementing model-based testing for Java and HTML applications. At Cisco Systems Jeff currently manages a team of 38 Test Engineers who test an internally developed operating system used by Cisco's network management products.

"Plans, Processes, and Practices for Successful Test Outsourcing" presented by **Martin Pol**, discusses creating a service level agreement for test outsourcing, managing the transition, approaches for cultural adjustments, and ways to monitor the outsourced work. Martin is the co-author of the TMap® method, now a standard approach for structured testing, and the Test Process Improvement (TPI®) method.

Robert C. Martin examines the history, attitudes, techniques, and tools that are leading to a revolution in the very definition of QA and the tasks testers are asked to perform in **"Get a New Agile Attitude — Quality First"**. Robert founder and president of Object Mentor, Inc., an international firm specializing in process improvement consulting, object-oriented software design consulting, training, and skill development services.

"Quality Interactions: Building Effective Working Relationships," presented by **Esther Derby**, covers pragmatic strategies for building, strengthening, and maintaining working relationships with all stakeholders—managers, customers, team members, and peers. Esther is recognized as one of the world's leaders in retrospective facilitation, and often receives requests to work with struggling teams.

Julian Harty describes key non-functional test practices and demonstrates the value of each in **"The Imperative of Non-Functional System Testing"**. With 18 years of industrial experience including managing and maintaining the performance of large-scale international online systems, Julian has had many roles including managing test and development teams.

About Software Quality Engineering

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, apply here <http://www.sqe.com/presspass.asp>