



Compete Globally, Act Locally

November 4-5, 2008

Grand Rapids, Michigan

In our 3rd year, the Great Lakes Software Excellence Conference promises . . .

Important Dates:

- Call For Pre-senters** Through July 31
- Registration Begins** September 1
- Early Bird Registration Ends** October 3
- GLSEC 2008** November 4-5

Now's the time to consider becoming a sponsor for the conference:

Advantages to sponsorship include recognition and/or logo placement on the GLSEC website.

- Reach your target audience sooner by showing your support for their passion.
- Platinum, Gold, and Silver levels, or Expo Booth-Only if you prefer.

Early Bird Pricing Ends October 3

... world-class keynotes, hands-on tutorials, and practical presentations that address real issues in software development. Software developers, managers and testers will find an opportunity to learn, grow, and network with other professionals at an affordable price.



Michael Cloran
CEO of Interactions

Once again we're attracting some of the best speakers and trainers in the agile software development community. We have a good mix of local, regional, and national speakers that are ready to share their experiences.

The GLSEC is organized by XP West Michigan, a non profit trade association dedicated to improving the competitiveness of Michigan's software development community through the practice and promotion of agile software development practices.

This year's conference is being held in Grand Rapids Michigan at the Prince Conference Center at Calvin College.

Michael Cloran will present the opening Keynote entitled "Developing at the Pace of Business"

"Interactions is a business that has been enabled by recent technology development. In this keynote address, Michael will demo Interactions' voice hybrid solution, will talk about the technology hurdles the company had to overcome, and the current technology and business challenges it faces today. To compete today, technology needs to be built on a solid foundation that enables rapid development of new features."

The conference will consist of a day of tutorials (Nov 4) followed by a day of presentations (Nov 5). Tutorials and Presentations will be organized into the following tracks:

- Software Development
- Embedded Development
- Analysis and Process
- Quality and Testing

Tutorials, keynotes, and track presenters will address practical ways to improve information technology .

This year's conference will be a great opportunity for the software development community in the Great Lakes Region.

Conference Pricing Details

	Conference Only	Conference + Tutorials
Registration Rate	November 4	November 4—5
Early Bird	\$200	\$350
Traditional	\$250	\$400

Visit us at www.glsec.org for registration and conference information