



November 7-8, 2007

Grand Rapids, Michigan

Once again the Great Lakes Software Excellence Conference promises . . .

Compete Globally, Act Locally

Important Dates:

Call For Presenters *Through July 31*

Registration Begins *June 1*

Early Bird Registration Ends *September 15*

GLSEC 2007 *November 7-8*

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

Advantages to early 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 Sept 15

... 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.



Robert C. Martin
CEO of Object Mentor, Inc. and author of *Extreme Programming in Practice*

Interested in hearing Robert 'Uncle Bob' Martin? How about Ken Rubin, Dot Graham, Chad Fowler, or Michael Bolton?

This year's line-up is only just beginning, and we're attracting some of the best speakers and trainers in the agile software development community.

The GLSEC is organized by [XP West Michigan](#), a 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.

Robert C. Martin will present the opening Keynote entitled "Craftsmanship: How to go fast. "

"The software industry is preoccupied with speed. We need to go fast to be first. We need to go fast to make our deadlines. We need to go fast to be competitive. But is speed all there is to it? And what does it mean to 'go fast' anyway? In this keynote, Robert Martin will expose some of the secrets that true software craftsmen use to go fast. "

The conference will consist of a day of tutorials (Nov 7) followed by a day of presentations (Nov 8). Tutorials and Presentations will be organized into the following tracks:

- Management/ Analysis/ Process
- Development
- QA/Testing

Tutorials, keynotes, and track presenters will address practical ways to improve information technology projects through software craftsmanship.

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 8	November 7-8
Early Bird	\$200	\$350
Traditional	\$225	\$400

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