

EE Podcast #80 EE Podcast Live @ EECI 2012 US

Intro: This is Spreaker Web Radio

Emily Lewis: ...Sort of persists on the site every month, and we have the episode sponsorships. We have a major sponsorship.

Lea Alcantara: While we are on the air.

Emily Lewis: Pixel & Tonic is a major sponsor.

Lea Alcantara: I'm testing this right now. Sorry.

Emily Lewis: That's all right. But the sponsors help make it so that we can pay for the transcription, that we can pay for my mike, that we can pay for different things like that. Sponsors have been just... that's another thing, Jay, that I think I didn't expect. I thought getting sponsors would be really hard. I find it difficult to ask for money. But people want to support the podcast and so when we do reach out, we typically sell out very quickly, so that's pretty cool.

Interviewer: Okay.

Emily Lewis: Yeah.

Interviewer: What would you say your highest cost really is?

Emily Lewis: Our time. I mean, if Lea and I are spending ten hours per episode, maybe more, maybe less, whatever our hourly rate is we are losing, but it's worth it.

Robert Eerhart: I call that fancy.

Audience: [Laughs]

Robert Eerhart: Ladies and gentlemen. Oh, I need to lower down my voice. So we come at the end of the conference. Yeah, I hope you have like a really good time. Enjoy the talks and enjoy like this resort. We received a lot of comments about the resort. At the end I think it worked out just great. I loved it. I hope you loved it, and like I said before, this will be my last EECI so at this point, I like to thank a lot of people. First of all, the sponsors, Nexcess for being the main sponsor. Hippo for being a sponsor.

Audience: [Claps]

Robert Eerhart: And also Solspace, Devot:ee. I'm going to forget about... [Laughs] Vector Media Group, yeah, I always get that one. [Laughs] I want to thank Brad Parscale for your support for all your men. Thank you very much.

Audience: [Claps]

Robert Eerhart: I want to thank the people from EllisLab for their support, for the interviews, for all the advertising you guys did. It's wonderful, and also for working like three years with me and have to put up with me for three years asking, "Come on, announce something or whatever." So thank you for that.

Audience: [Claps]

Robert Eerhart: And like I said, it's my final EECI, but don't worry, it's not a goodbye. It's not that I won't see you anymore. You're still all my friends. I made many, many friends that during the last three years, six episodes of the EECI Conference, and on these speakers, thank you for being part of the conference. It was a blast. I had really, really a good time. So I hope to see you around tonight at the party. Thank you.

Audience: [Claps]

Robert Eerhart: She put it on.

Lea Alcantara: Oh, probably not. I think it's fine.

Emily Lewis: Go on.

Lea Alcantara: Hello, hello. Can people hear me? Yeah, okay, cool.

Robert Eerhart: Okay. Well, as part of the conference, say hello to the...

Emily Lewis: I can't get you to...

Robert Eerhart: Don't stand next to each other. [Laughs] Say hello to Lea and Emily for the podcast live.

Audience: [Claps]

Lea Alcantara: All right. So let's get this party started.

[Music]

Lea Alcantara: The mood music.

Audience: [Claps]

Lea Alcantara: Thanks Anna. Thank you. All right, so before we get started, for those that don't know us, I'd like to introduce ourselves. I know I saw a lot of hands up and say that they've heard of the EE Podcast, but not everyone has. So for those that don't know the EE Podcast is the ExpressionEngine podcast where we focus on development and community topics that happen in the ExpressionEngine community. People, the techniques, anything and everything in between, and we are also biweekly guaranteed, so every other Thursday at 11 a.m. Mountain Time we release an episode around 30 to 45 minutes that hopefully is interesting or useful to you, and I'm your host, Lea Alcantara, and I'm joined by my fab co-host.

Emily Lewis: Emily Lewis.

Lea Alcantara: And this podcast...

Audience: [Claps]

Emily Lewis: This podcast is streaming live now, so for those of not attending EECI, they are tuning in at EE-Podcast.com/live.

Lea Alcantara: All right, and this episode is sponsored by you. Without the EE community, we wouldn't have a show and we want to thank, of course, Robert and Whoooz! for bringing us here and a shoutout, of course, to Brandon as well for being our major sponsor of the year at Pixel & Tonic.

Emily Lewis: [Laughs]

Lea Alcantara: But really, it's because of your support that they even wanted us to be here.

Emily Lewis: So thank you to each one of you here in the audience as well as all of our listeners at home all around the world because without you guys, there would not be any EE Podcast.

Lea Alcantara: Anyway, enough about us, that's really boring.

Emily Lewis: [Laughs]

Lea Alcantara: Why don't we tell our audience what is in store.

Emily Lewis: All right, well, since we are live here at EECI, we want to give folks at home a flavor of EECI as well as sort of sum up for everyone because we got two different tracks and not everyone is able to catch up on everything. But we also wanted to bring a little fun to the equation, so we are going to be kicking it off with a little trivia challenge. We have three volunteers from the attendees here at EECI who will be participating in a trivia challenge, questions about EE and

EECI. They are competing for pretty sweet prize pack that includes a donation from Mijingo, Pixel & Tonic, Mithra62 is offering license for Securitee, Backup Pro and Flag Master, and then some EE-Podcast swag.

Then we are going to spend some time speaking with some of the panelist speakers here from EECI. [Laughs] And we will be speaking with Ryan Irelan and Brad Parscale about community. We will be speaking with Eric Lamb and Ben Croker about development, and then we are going to finish the whole thing with a trivia masters tournament. Basically, they are competing for bragging rights about who is the EE master. We've got Michael Boyink, Anna Brown and Chad Crowell participating in that, and then we will sign off and we'll all go drink and have a good time.

Lea Alcantara: So what about the rules?

Emily Lewis: Oh yeah. There should be rules.

Lea Alcantara: What are the rules for the games?

Emily Lewis: So do you see a bell over there? For those of you that are in the corner, we have a bell in the middle of the table. Basically, they are going to stand up, we are going to ask the question and whoever grabs the bell and rings it first gets to answer...

Audience: [Laughs as bell rings]

Emily Lewis: Lea and I, we'll use our discretion if there is a fight and we do take bribes. [Laughs]

Lea Alcantara: [Laughs]

Emily Lewis: So whoever answers the most questions correctly will win.

Lea Alcantara: All right, so why don't we give away some prizes. Our three competitors are Kelly Cook, please stand up.

Audience: [Claps]

Lea Alcantara: Jean St. Armand, please stand up.

Audience: [Claps]

Lea Alcantara: And Aaron Sherrill.

Audience: [Claps]

Lea Alcantara: Right. If you could follow me behind the table?

Lea Alcantara: So I'm going to hand it off to Emily the quiz, the EE Trivia Challengers.

Emily Lewis: Oh...

Lea Alcantara: All right, so take a step back. You guys have to take a step back.

Unknown Game Participant: Okay.

Lea Alcantara: All right. Go for them.

Emily Lewis: All right. So we are going to get started. First question...

Lea Alcantara: Wait, wait, wait. Let's...

Emily Lewis: Oh God, yeah. You're pulling the mike with those.

Lea Alcantara: Oh yeah.

Emily Lewis: [Laughs]

Lea Alcantara: Okay.

Emily Lewis: So what we'd like each of you to do is to say your name, what you do, maybe who you work for, and what brought you to EECl.

Jean St. Armand: I'm Jean St. Armand. I run my own micro, incredibly tiny agency, QB Marketing out of Halifax in Canada.

Lea Alcantara: Wooh!

Audience: [Claps]

Lea Alcantara: Canada!

Jean St. Armand: And this is my second EECl and I had a blast as usual, so I'm just astonished that the panels were just so good over the course of the last two days and I'm really appreciative of the speakers that clearly put a lot of time in educating all of us.

Audience: [Claps]

Timestamp: 00:10:04

Aaron Sherrill: Hey, my name is Aaron Sherrill. This is my first EECl.

Emily Lewis: Oh, a virgin.

Audience: [Laughs]

Lea Alcantara: [Laughs]

Aaron Sherrill: Sure, sure, sure.

Emily Lewis: [Laughs]

Aaron Sherrill: I work for Digital Surgeons in Newhaven, Connecticut. I'm the director of interactive media. It's kind of a step away from the slew of web developers here, but I'm working to integrate rich media applications pour more into a firm database and content management systems.

Emily Lewis: Excellent.

Aaron Sherrill: That's me.

Emily Lewis: And Kelly?

Audience: [Claps]

Kelly Cook: Hey, my name is Kelly Cook. I'm from Greenville, South Carolina and I work for Erwin Penland. It's an agency. We have a lot of some pretty big clients that we work with, and I do mostly ExpressionEngine development with them, a little bit of front end development, and this is my first EECl. One of the reasons I was sent here is so I can get better at ExpressionEngine, which I think I'll be doing tomorrow, and that's me.

Emily Lewis: Great.

Audience: [Claps]

Emily Lewis: So thanks to all three of you for volunteering. All right, you're going to hand them...

Lea Alcantara: Yeah.

Emily Lewis: Okay. So first question, during install, what is one of the recommended best practices for increasing security?

[Bell rings]

Emily Lewis: Yeah.

Lea Alcantara: Wooh!

Audience: [Claps]

Lea Alcantara: And Kelly has the mike.

Emily Lewis: [Laughs]

Kelly Cook: Setting directory permissions.

Lea Alcantara: No...

Emily Lewis: You know, well, but looking for...

Lea Alcantara: Something more to boost security.

Emily Lewis: These are actually called recommended best practices from EllisLab on the install page.

Audience: [Laughs]

[Bell rings]

Lea Alcantara: Okay. [Laughs]

Jean St. Armand: Putting the system folder above root.

Emily Lewis: Very good.

Lea Alcantara: Whoa!

Audience: [Claps]

Emily Lewis: That's one point for Jean. We would have also accepted renaming the system directory or rename admin.php. All right, question number two, what is one of the fundamental difference between snippets and global variables?

[Bell rings]

Lea Alcantara: Oh.

Emily Lewis: Big hit. Done.

Lea Alcantara: Canadians on fire.

Audience: [Laughs]

Jean St. Armand: You can actually use tags in snippets.

Emily Lewis: Very good.

Audience: [Claps]

Emily Lewis: We would have also accepted snippets or parser earlier than global variables.

Emily Lewis: All right, question number three, what is the commonly used term for setting up a "reusable" EE environment?

[Bell rings]

Kelly Cook: Bootstrapping?

Emily Lewis: Yehey!

Lea Alcantara: Yehey!

Audience: [Claps]

Emily Lewis: So that's...

Lea Alcantara: Two, Jean. One, Kelly.

Emily Lewis: [Laughs] All right, what module introduced in version 2 allows you to add and edit entries from outside the control panel?

[Bell rings]

Jean St. Armand: SafeCracker.

Lea Alcantara: Correct.

Audience: [Claps]

Emily Lewis: Now, going off of that question... oh, I didn't write it down on this one.

Lea Alcantara: So technically, how many did Jean get right? Three?

Emily Lewis: Three.

Lea Alcantara: How many questions do we have?

Emily Lewis: Six.

Lea Alcantara: Six. Okay. So...

Emily Lewis: Okay.

Lea Alcantara: He needs one more to win.

Emily Lewis: All right. One more to win. But we are still going to ask all the other questions just for the hell of it. [Laughs]

Lea Alcantara: [Laughs]

Audience: [Laughs]

Emily Lewis: So building off of that, which third party developer originally created SafeCracker? We are looking for the company name?

[Bell rings]

Jean St. Armand: Barrett Newton.

Emily Lewis: What did you say? Oh, Barrett Newton, correct.

Lea Alcantara: [Laughs]

Audience: [Claps]

Emily Lewis: I was like, what did you...

Jean St. Armand: Are they called something else now?

Emily Lewis: We would have also accepted MightyBigRobot.

Jean St. Armand: Okay.

Audience: [Laughs]

Lea Alcantara: All right. So it seems like...

[Feedback loop]

Lea Alcantara: Oops. Oh yeah, I already have my own mike. It seems like the winner of our EE Trivia Challenge is Jean.

Emily Lewis: Come on, let's ask the last question. Okay. [Laughs]

Lea Alcantara: [Laughs]

Audience: [Claps]

Emily Lewis: All right. Just for the hell of it, name at least two cities that have hosted the EECI Conference in the past.

[Bell rings]

Audience: [Claps]

Kelly Cook: That will be San Francisco and Brooklyn.

Emily Lewis: Correct. So once again, Jean, what you are winning, you are winning a sweet prize pack of donation from Mijingo, Pixel & Tonic, licenses from Mithra62 for Securitee, Backup Pro and Flag Master, as well as an awesome EE Podcast t-shirt.

Audience: [Claps]

Emily Lewis: Thank you guys so much. Okay, so now that we've sort of had a little bit of fun, we want to bring it down a little bit and get a little serious and focused. So what we are going to do is we are going to be interviewing some of the EECI panelist and speakers. We would like to start with Ben Croker and Eric Lamb, if you guys want to come up and take flanking sides of the table.

Emily Lewis: Yeah, go over there.

Lea Alcantara: Okay.

Emily Lewis: But watch your steps. All right, so we are going to sit down. I feel like it's like a presidential debate.

Emily Lewis: Yeah. Do you like pepperoni or sausage?

Audience: [Laughs]

Lea Alcantara: [Laughs]

Emily Lewis: Oops.

Lea Alcantara: This is live, folks. It's live. [Laughs] All right. So our development panelists are Ben Croker on my right and Eric Lamb on my left. Why don't we start with Eric. Will you please introduce yourself and tell the audience a little bit about why you're here.

Eric Lamb: Okay. I'm Eric Lamb. I work with, here I am, Mithra62. It's a one-man development shop doing add-ons. I'm here to basically promote my company and ExpressionEngine. Get my face out there. Get to know the customer base and basically just make friends, learn a little bit and have a good time.

Emily Lewis: Great.

Lea Alcantara: And Ben?

Ben Croker: My name is Ben Croker. I'm originally from Ireland, but living in Vienna, Austria. I'm the lead developer for Venveo, and I develop add-ons as PutYourLightsOn. I've been using EE for seven years and developing add-ons for about five.

Emily Lewis: The first question I have is related to the conference. I'll hit it to you, Eric, first. What's been your biggest takeaway regarding development?

Eric Lamb: Just the flexibility in terms of... this conference has had a very big focus on development which has been very refreshing compared to the other EEI from last year in Brooklyn, which was really my first. Just kind of seeing what other people are doing and how they are doing it and more importantly why and seeing how certain developers are extending out their add-ons and how to make everyone's add-ons kind of interconnect and work with each other has been extremely enlightening and showed a great deal of insight in just what is the future and how to really make this shine.

Emily Lewis: How about you, Ben, has there been a key takeaway for you?

Ben Croker: Well, I find this a very exciting time with this one because there is so much going on, like Chris Imrie demo'd his...

Lea Alcantara: Site manager.

Ben Croker: Site manager.

Lea Alcantara: Yeah.

Ben Croker:

Emily Lewis: And I'm kind of also trying to push this idea of what I call "progressive add-on development." Basically, that means building extensibility into your add-ons. So adding hooks in there so that add-ons can extend those, or abstracting them into a library or API that other third-party developers can use as well.

Lea Alcantara: I remember in our last podcast with Mark Croxton, we asked him, "Well, what would you like to see more from add-on developers?" And that kind of reminded me of what he kind of mentioned he wanted. Add-on developers to be a little bit more open with their code so that people can extend them. Do you feel that it can be detrimental at the end of the day because it does expose you, like it is open and it's great, we can extend all these types of stuff. But I mean, you sell your add-ons, why would you want others to benefit from that and then not pay you?

Ben Croker: It's not that they're not going to pay you, it's that your add-ons... I think we made an assumption about what our add-on should do and what they will be used for. But I think we shouldn't put any barriers in place, so if other add-on developers come along, they can extend what our add-on already does, and so I think everyone gains from that. ExpressionEngine's biggest advantage is the fact that the core can be extended in a good way, in a well thought through way. But there is no reason to not make our add-ons extensible on the same way.

Lea Alcantara: [Agrees] That makes sense. What about you, Eric?

Eric Lamb: It's pretty much the same thing. I mean, with ExpressionEngine, the big power is the flexibility and to try and limit that within your code or your add-on seems kind of contrary to what the base platform is all about. So for me, I agree with Ben completely. You really can't make assumptions. You have no idea when somebody is going to want to use your stuff for.

Emily Lewis: Does it have the potential to increase the complexity of your support because not only will be supporting your own add-on, but you could be supporting how someone is using your add-on with another add-on?

Timestamp: 00:19:53

Eric Lamb: Absolutely, but not in a bad way. I mean, that's just to be expected, I think. I think it's something that add-on developers should probably embrace a little bit. I mean, as Ben said, we don't know what they are going to use it for. So for us to have that assumption and then to kind of limit support options when it's based off of it, like we put in extension hooks, we really should support those extension hooks. If somebody has a problem or an issue integrating in their stuff with our stuff, they should absolutely kind of step up and help them out, hold their hand a little bit and just make sure that it's not as painful as it sometimes is.

Emily Lewis: [Agrees]

Lea Alcantara: Do you think part of the problem is the lack of documentation because oftentimes I've noticed that these hooks are already built in and then when somebody ask, they are like, "Oh, that's already there. I just didn't write it down."

Ben Croker: Yeah, I think most add-on developers do a good job of documenting their hooks, but I actually had a talk with Ryan Masuga just before this and I mentioned to him, "What about..." because there's already document on Devot:ee, the core hooks, but why not add third-party add-on hooks in there and so have the library and even each add-on page on Devot:ee could have a list of the hooks that are included on what they do.

Emily Lewis: [Agrees]

Ben Croker: So before, that could be a factor in buying one or another add-on, how extensive it is.

Lea Alcantara: Interesting.

Emily Lewis: Since you mentioned Devot:ee, I want to sort of take a little turn, what is your experience as an add-on developer utilizing Devot:ee as a service? Has it helped you increase your exposure? Has it increased complexity for you? Has it then made it easier?

Eric Lamb: For me coming out, I went straight to Devot:ee as soon as I started writing an add-on.

Emily Lewis: So you didn't have your own shop?

Eric Lamb: Oh, no.

Emily Lewis: Okay.

Eric Lamb: No. In fact, if it wasn't for Devot:ee, I never would have even released add-ons. The complexity of having to build my own store and managing that online store and just everything that goes with having an online store, I just want to create code and to find a marketplace where I could just put that up and make a couple of dollars, that was absolutely what I was all about. So for me it hasn't really increased complexity so much as I just kind of set the bar for what ExpressionEngine add-on development is.

Lea Alcantara: [Agrees]

Emily Lewis: [Agrees]

Eric Lamb: So everything else, I mean, eventually I do imagine I will be setting up my own store, but using Devot:ee is never going to stop. You're going to have to be on there just because that's where everybody is going to go anyway.

Ben Croker: Yeah, I was selling add-ons on my own website before. But Devot:ee came along and they started supporting and selling the add-ons and I wanted to support them actually and move my entire sales process over to Devot:ee and it was great. It has simplified everything.

Lea Alcantara: Yeah.

Ben Croker: And I mean, they take a tiny commission. As far as I'm concerned, this is just the place.

Emily Lewis: Now, you also wrote on EE Insider, I think, back in September, and kind of commenting on some developers who jacked up their prices on Devot:ee. Can you speak to a little bit about your own opinion about that?

Eric Lamb: Well, the article kinda threw it out there. For me, it kind of comes across as things are hard enough right now within ExpressionEngine. We are up against so much more competition and they've kind of solved the add-on or extensibility problem very elegantly or very... pretty much completely. So for me, I mean, any barriers that we put up to allowing people to extend out the core platform is just bad for the entire ecosystem as a whole, and I kind of latched onto the idea that if somebody is selling an add-on at a higher rate on their current site, well, then that's going to kind of

increase the mental transaction piece of just buying that and increasing the functionality of their site as opposed to with, for example, WordPress where you can literally search and then click a link and then you're done.

But now instead of it being a process of let me go to Devot:ee and see what they have, click, buy it, and download to do my thing, it then turns into a process of let me go to Devot:ee, click a link, check it out and now, let me go there to the other site, take a look at that if there are other any other ones, and just that individual complexity just seems unnecessary in my opinion at the time, and still today.

Lea Alcantara: Sure.

Emily Lewis: [Agrees]

Lea Alcantara: But then you also mentioned, "Well, I'm still going to make my own store."

Eric Lamb: Right.

Lea Alcantara: So that seems almost contradictory.

Eric Lamb: Almost, but I'm not going to change the prices.

Lea Alcantara: Okay.

Eric Lamb: If somebody wants to go to my site and buy from me just because they want to support me, that's entirely different than making it more of a negotiation.

Lea Alcantara: Sure.

Eric Lamb: When we deal with our clients, \$30 to us doesn't mean very much, but to them, I mean, on the scale that they are paying us, even if it's half of a percent, they still tend to think of it in terms of, "Well, yeah, but that's \$30." Whereas, we are like, "Well, that's half of a percent, it doesn't really matter."

Lea Alcantara: Sure.

Eric Lamb: So that's kind of where I fall with it.

Emily Lewis: You don't have an opinion about increasing prices on Devot:ee.

Ben Croker: I was following that soap opera.

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Eric Lamb: [Laughs]

Ben Croker: I mean, the important thing is to realize it's just an education thing to realize that developers set their own prices also on Devot:ee.

Lea Alcantara: Yeah, that's true.

Ben Croker: So as long as everyone knows that, everyone is free to do it if they want to.

Lea Alcantara: All right, so I think we've got to...

Emily Lewis: Yeah, we are winding down, but I want to pin you both down and ask you a question. Your favorite add-on that isn't yours.

Eric Lamb: Honestly, it's unfortunate that Ben's there, but Snaptcha's become one of those add-ons that I continuously just recommend just as a kneejerk reaction anytime spam becomes an issue for a client. It's a very elegant solution to a pretty complicated problem. Yes, Snaptcha. Sorry, buddy.

Ben Croker: Next time.

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Lea Alcantara: Ben?

Ben Croker: I would have to say Field Editor.

Lea Alcantara: Field Editor.

Ben Croker: Field Editor, it speeds development up so much. I use it on every site.

Lea Alcantara: And who's the developer of Field Editor

Ben Croker: Rob Sanchez.

Lea Alcantara: Rob Sanchez.

Emily Lewis: I saw him yesterday.

Audience: [Claps]

Lea Alcantara: Ooh, applause.

Emily Lewis: [Laughs]

Ben Croker: [Laughs]

Lea Alcantara: [Laughs]

Audience: [Laughs]

Rob Sanchez: Hey, what's going on?

Lea Alcantara: All right. So thank you so much, Ben. Thank you so much, Eric, for joining us for our little development panel. Everyone, give them a hand.

Audience: [Claps]

Lea Alcantara: Thanks guys.

Emily Lewis: Thank you. All right, now we'd like to ask Ryan Irelan and Brad Parscale to join us at the square table.

[Ryan Irelan and Brad Parscale joins in]

Emily Lewis: Whoo, yeah, give it up!

Audience: [Claps]

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Lea Alcantara: Fight to the death. All right, so same questions, same first question as other guys. Let's start with Brad, what was the biggest takeaway regarding community did you have at this conference?

Brad Parscale: Wow, I really like just meeting a lot of people. I mean, actually, I was amazed on how many talented people there are. I was amazed on how nice people were. I'm amazed how gracious they were towards me. Just overall, I mean, I just felt a little welcome really quick and even though this is my first EECI, I missed last year and the year before obviously, and I really just enjoyed meeting everybody and I just think that we have a talented group of people and I look forward to people putting out more stuff that even helps my business grow.

Lea Alcantara: Sounds good. Ryan?

Ryan Irelan: Yeah, I missed last year in Brooklyn as well, so I got to meet people that have joined the community since then. A lot of the people that I talked over email, either through EE Insider or otherwise, so it's great to meet everyone as well.

Lea Alcantara: Sounds great.

Brad Parscale: With much love.

Emily Lewis: Yeah. One thing that I'm curious about, you actually spoke about community yesterday, and in my opinion, you as a prominent person in the community always seems to take a measured approach to drama and I think that's valuable, but I'm wondering, is that a challenging process to maybe not feel personal when things are going on? I know myself reading the #EECMS sometimes, I have to turn it off because I'm like, "Oh my God, what's going on?" So how do you stay measured?

Ryan Irelan: Well, I mean, I think that the goal of EE Insider is to always help people that are using ExpressionEngine, and so I always try to, at least, do my best to filter any commentary I have through that, and that's why you'll see there is a lot of stuff I don't really talk about on the site because if someone comes through Google and they come to the site, they don't really care like about a lot of the stuff that happens on the #EECMS. There are some things that you filter through because I think they are important.

Emily Lewis: [Agrees]

Ryan Irelan: But as far as taking a measured approach, you'll notice that a lot of times I don't like write about something the same day it happens, and that's really just me in sort of like working against my personality, which is to be very reactive. That's actually not how I am. I just know that I have to work to be that way. Fortunately, I can distill myself down and just write drafts and edit and just try to always make sure I'm writing stuff that's like helpful to people.

Lea Alcantara: So Brad, I'm curious as a business person. What do you believe is the best tactic to handle criticism from the community or any of that type of drama? Do you engage? Do you say something? Do you...

Emily Lewis: Stay out of it.

Timestamp: 00:29:58

Lea Alcantara: Stay out of it completely as if nothing is happening? What's the best business...

Emily Lewis: Approach.

Lea Alcantara: Approach.

Brad Parscale: I thought you liked me.

Emily Lewis: [Laughs]

Lea Alcantara: [Laughs]

Brad Parscale: I mean, I can't speak for Ellis, and I tend to myself take the personality of the glass is always half full, first of all, and I always tend to go out with and say positive things. I mean, I still believe that a positive community can work better together to create positive results. I also don't believe that bashing on things really are that productive. Just in my experience in my life, I've never yelled at somebody like at a restaurants saying, "Your food sucks," and the next time I come back it really tasted really good. It's not just the approach I take. I think that any business, whether it's mine or anyone's should always actively see what's out there, but you can't make a 100% of people happy a 100% of the time. If you do that, you'll put yourself in a place where you're trying to spend 98% of your energy to take care 2% of the people.

Lea Alcantara: Sure.

Brad Parscale: How that being said, I believe all companies need an effective PR and marketing method however that works for them, and I think that should be a very well planned out thing.

Lea Alcantara: Interesting.

Emily Lewis: And is that something you have in place?

Brad Parscale: At Parscale?

Emily Lewis: [Agrees]

Brad Parscale: I mean, we don't quite have a Twitter following.

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Brad Parscale: So yes, we monitor things. We do things. I mean, our public approach in small community is much more like what are you saying to your neighbor and making sure that we always take customers off with the right approach. But like I said in my speech, on my speaking earlier, that some customers are never going to be happy.

Emily Lewis: [Agrees]

Brad Parscale: And at a certain point, you have to determine that that's going to happen and you have to move on because the majority of people deserve to have that, and for you to do good things for them also, and so at certain point, I think online, there are just a few people who are just never going to be happy. So if you're really worried about that, you're just going to kill yourself.

Emily Lewis: [Agrees] Now, you both utilize ExpressionEngine obviously, which has its own brand then you have your own -- Mijingo and DevDemon -- so is there a line in balancing your role in the community as perhaps, and this might be too strong a word, but an ExpressionEngine evangelist to promote the product that you utilize and also promoting yourself at the same time?

Brad Parscale: Well, I'll go first because Ryan is much better at that than me. I'm a poor Twitter tweeter. I'm not very good in any of that. I tend to do old fashioned email marketing, make my product, do my thing. I tend to just kind of stick my nose in and sometimes probably there's a lot I didn't say. I love everything, and I'm happy. Like I said my thing, I met my wife, I own my company and I'm a happy guy. So Ryan, I think, is probably a better one at talking about that stuff.

Ryan Irelan: Are you saying I'm good at self-promotion?

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Brad Parscale: I think you're much better. I'm over there waiting for him and he's tweeting messages and doing stuff, and I'm like, "Wow, man, what are you doing over there?" He's got nine million followers.

Ryan Irelan: No. All right, can you repeat the question?

Audience: [Laughs]

Lea Alcantara: [Laughs]

Emily Lewis: When you're engaging with community, clients or whatever, how do you balance your own promotion of Mijingo, for example, against promoting ExpressionEngine? Is there a conflict? Do they go hand in hand? Is there a line you have to be careful not to cross?

Ryan Irelan: I don't really see any problems there. For me, it would be a different problem, but I don't really know how to answer that. I don't always...

Emily Lewis: I stumped Ryan Irelan.

Ryan Irelan: Yes.

Lea Alcantara: Whoo!

Emily Lewis: [Laughs]

Ryan Irelan: As far as like the Mijingo stuff goes, I'm always trying to just create things that people want to learn and that's how I've always approached that. As far as like promoting my own stuff like EE Insider or something like that, I certainly do because it's just like I reserve like ad space for myself that I don't sell and things like that. But I don't always see a conflict. Does anyone else see a conflict?

Brad Parscale: I think it's true on one thing. I mean, definitely DevDemon now we move over. I mean, anything that promotes Expression and get more people buying, I mean, it's a positive for me. I mean, I want a bigger user base and hey, if the whole world uses it, that means more people are going to come to my site and they are going to be buying more stuff. So I definitely don't see any advantage with me going out there and saying, "Don't buy this." I mean, that's a masochistic thing to do, but I just don't believe that anyways, so I'm not going to do it.

Emily Lewis: [Agrees]

Brad Parscale: I also believe that certain things should be said while you're sitting with somebody and other things should be shouted from the rooftops. But that's my choice and maybe I'm just a good old Kansas boy at that.

Emily Lewis: [Laughs]

Lea Alcantara: Well, I was wondering especially with both of you running businesses, and I feel like the ExpressionEngine community is very tight-knit, but how do you draw the line, or do you even draw the line between personal and professional, bouncing commerce and community, because you're making money off of people that might think of you as your friend, which is, you know.

Brad Parscale: My Ferrari is outside.

Lea Alcantara: [Laughs]

Audience: [Laughs]

Ryan Irelan: No, I mean, he actually drives a Honda Accord.

Emily Lewis: [Laughs]

Lea Alcantara: [Laughs]

Brad Parscale: I think that my wife would say that my life is ExpressionEngine. I mean, last night she was just walking around, she was just happy to see all these people that I talk about randomly at dinner.

Emily Lewis: [Laughs]

Lea Alcantara: [Laughs]

Brad Parscale: I think that it's a hard line. I think I like it. I think I've made it my life. I think I did that for some reason. That's why I said at first it was so nice to meet all these people and actually have them come and say thank you for something I didn't know I even did or I do just because originally when I got an idea, I thought it might help someone. So yeah, I think this has become kind of a weird online family of people when I think that's why there are soap operas there because just like me, my family growing up, the drama shows up, and I think that when you care, it happens.

Lea Alcantara: Yeah.

Brad Parscale: I did not mean to Ryan.

Audience: [Laughs]

Ryan Irelan: I don't see any problem. I don't have any conflict as far as like selling stuff to people I'm friends with. I buy things from people I like.

Lea Alcantara: Sure.

Ryan Irelan: And I think that if we are creating things that other people value, then they are going to purchase them, and I think also for creating that are honest and that are done honestly to create like value for somebody, then I don't see any problem at all.

Emily Lewis: So I personally view the EE community as fairly unique. Would you agree with that compared to some other industry like banking or something like that? You see, like I said...

Brad Parscale: You run down the hallway earlier?

Emily Lewis: Well, like I don't like...

Lea Alcantara: Well, maybe another tech community.

Emily Lewis: Well, yeah, like I was saying before we actually officially started, I feel like people want to share. They want to collaborate. They want to talk about how they did something and it's not something they necessarily keeping close to their vest. What you said, when you benefit, someone else may benefit. When someone else will benefit, it might benefit you.

Brad Parscale: Yeah.

Emily Lewis: Why do you think the community has that sort of communal attitude?

Brad Parscale: I definitely think previous to the web industry, I was in the 3D industry and so in the late 90's for a while there, and the 3D community was definitely not... had that same thing, and I think it's because we are media side a little bit. I think there is something. I really don't get it, but I went to Siggraph and other kinds of 3D conferences back in the day and it's more adversarial, and this seems like if we all grow together a little. One thing I have liked from day one, I never used other CMS that much. What I read online doesn't really look that great so like I only compare to that, and I definitely think compared to a 3D community in my previous career, I like this one a lot better. It's a lot smaller too. I mean, so there is a niche, and another thing is, I know that guy over there knows who I am, and so it changes things too. I think you want to help your friends compared to just helping random people.

Ryan Irelan: I think we have a lot of people in the community that are small web shops, a lot of like one-person web shops, and I think that helps that type of community feel that we have. Well, we do have like people that are working in larger agencies or companies or organizations. There is a lot of people working in the small shops and I think that they naturally like to reach out and get help and also help.

Lea Alcantara: [Agrees]

Ryan Irelan: And so I think that's one of the reasons.

Emily Lewis: You've been around the community for a really long time. Sort of touching on the question Jay asked me earlier, has there been an evolution to the community that you've noticed or changes over the years?

Ryan Irelan: Well, I don't think we are in the forums as much as we used to be.

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs] Right.

Ryan Irelan: I would say yeah. I mean, it's definitely gotten bigger, and I'm not like a really old timer.

Lea Alcantara: [Laughs]

Ryan Irelan: I mean, more like Mike or somebody come up, but I think it definitely has changed. We definitely have like a lot of people from different types of organizations that when I was first working with Expressions, they weren't doing it with the stuff. Like stuff that's like notable.

[Cellphone rings]

Ryan Irelan: Oops. The password is... Hey, the time is up.

Audience: [Laughs]

Emily Lewis: Please continue.

Timestamp: 00:39:55

Ryan Irelan: So I don't know if I could pin like just put my finger on exactly what has changed. It's definitely gotten bigger. I think that like Twitter has definitely like helped us, maybe good and bad, like we feel like more connected because it's a little bit more real time.

Lea Alcantara: [Agrees]

Ryan Irelan: But it has definitely taken away, I think, from the longer, I think somebody brought this up to me. I was talking to somebody about this. It's sort of the longer form helping people. I think it might have been Anna. We talked about it yesterday. It's sort of like helping people taking the time, however, we will be on just like 140 characters.

Lea Alcantara: Yeah.

Ryan Irelan: That's definitely one thing that changed. It definitely become more rapid.

Brad Parscale: All EE support should be done at that length.

Emily Lewis: [Laughs]

Ryan Irelan: [Laughs] And so it's something like we are like connected but maybe we are all not slowing down a little bit to help each other like we used to in the forums, I think, and that's just my experience. It might be some people's, but still we get the same experience at the forums that we used to.

Lea Alcantara: Great. It sounds good.

Emily Lewis: That's all the time we have for you guys today. Thank you so much for joining us.

Audience: [Laughs]

Ryan Irelan: Thank you.

Brad Parscale: Thank you.

Emily Lewis: Thanks Ryan. Thanks Brad. Oh, so what we are going to be moving to now is our masters tournament.

Lea Alcantara: The final part of this epic podcast.

Audience: Whoo!

Lea Alcantara: Oh, come on now, people.

Emily Lewis: Whoo!

Audience: [Claps]

Lea Alcantara: Okay, so could we please have our EE masters. Stand behind their trivia table.

[EE masters stand at the table]

Emily Lewis: All right, same rules as before. Whoever gets to the bell first gets to answer.

Lea Alcantara: All right. So before we get started, why don't they all introduce themselves for those who don't know who they are, and maybe why you should be considered an EE master. Chad...

Emily Lewis: Give that one to Chad.

Chad Crowell: Chad Crowell from Encaffeinated, just north of San Francisco. This is my fourth EECI. I got the pleasure of speaking in Leiden a couple of years ago.

Audience: [Claps]

Chad Crowell: And they've all been fantastic. Thanks Rob. It's always been great. Why am I an EE master? Because Emily told me I was.

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Chad Crowell: I picked up ExpressionEngine in 2006 and I tell people all the time that it was from the Moxie Girls site. I happen to get a link over to it. It was just what I needed. I was building everything, all my CMSs. I didn't even know that term at the time. I'm from just PHP from scratch, and there's got to be something better out there. I could have just as easily ended up on Joomla.com or Mambo.com or WordPress.com that day and I'm certainly still glad these many years later that I didn't. It has fed my kids and paid my rent, mortgage for years and years now, so I guess I'm a master just because I live my life by ExpressionEngine letting me have a good life. So I'm really happy to be able to say that.

Audience: [Claps]

Lea Alcantara: Anna?

Anna Brown: Hi guys. Well, I just want to say hey.

Emily Lewis: [Laughs]

Anna Brown: This is me, so you know I am here if you're on Twitter because nobody has ever really met me. This is my first time sort of stepping out into the community and meeting people, so my name is Anna Brown. I live in Albuquerque, New Mexico.

Lea Alcantara: Whoo!

Emily Lewis: Whoo!

Anna Brown: [Laughs] Emily and I are cohorts in the same town and I've been around ExpressionEngine, I guess, for the last eight years, and I think I'm the master because I have survived as a woman in this industry.

Lea Alcantara: Whoo!

Emily Lewis: Yeah.

Audience: [Claps]

Anna Brown: I've had the honor to work on some incredibly awesome projects over the last eight years and I have reached out to this community to get support in so many ways and I just today would like to publicly thank everybody who has helped me in the last eight years to become the person I am today, so thank you for all that help.

Audience: [Claps]

Michael Boyink: I am Mike and I'm an ExpressionEngine addict.

Emily Lewis: [Laughs]

Audience: [Laughs]

Michael Boyink: Really, it's an awesome program. I'm Mike Boyink. I have a Boyink Interactive, basically, a client web shop. I am also on Train-ee.com where we are going to do ExpressionEngine training, so a number of tutorials, so a book there. We do ExpressionEngine classes around the country and I'm working with EllisLab to do the campus training tomorrow. I think I'm up here probably because I've just persevered. [Laughs]

Lea Alcantara: [Laughs]

Michael Boyink: Actually, I will celebrate ten years with EllisLab and the forums in December, so I'm looking forward to that.

Lea Alcantara: Wow.

Audience: [Claps]

Emily Lewis: That's great.

Lea Alcantara: All right, so everyone, gird your loins. [Laughs]

Emily Lewis: [Laughs]

Lea Alcantara: Come on. Okay, the first question, step back, Anna. [Laughs]

Emily Lewis: [Laughs]

Anna Brown: I've cheated already. I became poisoned with success.

Lea Alcantara: Okay.

Emily Lewis: [Laughs]

Lea Alcantara: Let's see who here know some EllisLab trivia.

Audience: [Laughs]

Lea Alcantara: Which music icon did Rick Ellis create a CMS for that launched the beginnings of ExpressionEngine?

[Bell rings]

Chad Crowell: Nancy Sinatra.

Lea Alcantara: Yes, that is correct.

Emily Lewis: That is correct.

Lea Alcantara: [Laughs]

Audience: [Claps]

Lea Alcantara: All right, we've got a troubleshooting question. So you want a recent entries list on a side bar, but for some reason it's only showing the current entries title...

[Bell rings]

Lea Alcantara: Okay, Anna.

Anna Brown: Dynamic no up on...

Chad Crowell: What your big changes?

Lea Alcantara: On the mike.

Emily Lewis: Say it into the mike.

Anna Brown: What, you're big change?

Emily Lewis: Oh, no, no.

Lea Alcantara: No, no.

Emily Lewis: You were correct.

Anna Brown: Oh, dynamic off or on or whatever the end of the question was.

Emily Lewis: No.

Anna Brown: No.

Emily Lewis: That's right.

Lea Alcantara: Okay, so to finish the question for those listening live.

Audience: [Laughs]

Lea Alcantara: And for those that got caught up at the end here, if you want a recent entries list in a side bar, but it's only showing the current entries title and date, what's the most likely obvious reason it isn't? Also, it's the most common mistake pros and beginners make and that is forgetting to add dynamic="no" to the channel entries tag. All right. Question number three, Chad has one. Anna has one. Mike, zero.

Michael Boyink: No.

Audience: [Laughs]

Lea Alcantara: Come on, Mike.

Emily Lewis: Maybe you shouldn't take his class tomorrow.

Audience: [Laughs]

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Lea Alcantara: Whoo!

Emily Lewis: Whoo! I've taken his class. It's so worth it. [Laughs]

Lea Alcantara: All right.

Michael Boyink: Children!

Lea Alcantara: Okay, number three, parse order question, shoutout to Low. Which is parsed first, preload_replace variables or user defined global variables like username?

[Bell rings]

Anna Brown: I'll say user defined. User defined.

Lea Alcantara: No, that is incorrect.

Anna Brown: I mean, another one...

Emily Lewis: [Laughs]

Audience: [Laughs]

Lea Alcantara: That is incorrect.

Chad Crowell: Is that a minus point?

Emily Lewis: [Laughs]

Lea Alcantara: The question again was, which is parsed first, preload_replace variables or user defined global variables like username? The answer according to Low's parse order PDF is preload_replace variables. Okay, so it's still one Anna and one Chad. Okay, fourth question, what is the main file you need to update if you're moving ExpressionEngine to another server?

[Bell rings]

Anna Brown: [Laughs] Config file.

Emily Lewis: Yes.

Lea Alcantara: Yes, that is correct.

Audience: [Claps]

Emily Lewis: Anna, two. Chad, one.

Lea Alcantara: Mike, you need to be more aggressive.

Emily Lewis: [Laughs]

Lea Alcantara: You can push her. You can push her.

Michael Boyink: She gave me a poisoned tic tac!

Emily Lewis: [Laughs]

Lea Alcantara: [Laughs]

Lea Alcantara: Okay, question number five, if you do not specify a limit in the channel entries tag, what does..

[Bell rings]

Audience: [Laughs]

Anna Brown: Go ahead and finish.

Lea Alcantara: Anna. Okay, all right, let me finish the question first.

Anna Brown: 100.

Lea Alcantara: Okay, if you do not specify a limit in the channel entries tag, what does the tag limit default to? Then answer is...

Anna Brown: 100.

Lea Alcantara: That is correct.

Emily Lewis: Anna Brown, three. Chad Crowell, one. Mike Boyink, zero.

Audience: [Laughs]

Lea Alcantara: [Laughs] Okay. So last question, what are the main reasons a member data import fails? Name three examples. Why does the member data import fail? Why does a member data import fail?

[Bell rings]

Lea Alcantara: Okay, Chad.

Chad Crowell: They don't because I'm a master.

Lea Alcantara: [Laughs]

Emily Lewis: [Laughs]

Audience: [Laughs and claps]

Lea Alcantara: Any of the other two contestants?

Anna Brown: Yes.

Lea Alcantara: Okay, Anna.

Anna Brown: Why would...

Lea Alcantara: Why would a data import fail?

Chad Crowell: Three, two, one.

Anna Brown: So the member data...

Lea Alcantara: Yeah.

Anna Brown: Who does that anymore?

Lea Alcantara: So you have the member data import...

Anna Brown: Who imports that anymore? Does anybody? I couldn't even tell you the last time I did that.

Timestamp: 00:49:59

Chad Crowell: Did it include email address in the...

Lea Alcantara: Yes, I say that is actually a good answer, although you need to have three. If there is an empty content...

Chad Crowell: Username, email address, member group.

Lea Alcantara: Okay, there are many reasons why a member import fails. Unfortunately, ExpressionEngine currently does not show error data when it happens, so I'm going to tell you. When Chad mentioned email, one of the reasons why the data import fails is there is empty content in a required field and if email is a required field and one entry in your data import has no email, it will fail, then you will have comb through your data in order to find that particular line. Okay?

Chad Crowell: Lea, you have issues, right?

Emily Lewis: [Laughs]

Lea Alcantara: Yeah, yeah. Let's throw another question.

Emily Lewis: That was the last question.

Lea Alcantara: Oh, that was...

Emily Lewis: Did...

Lea Alcantara: Yeah, we are done today.

Emily Lewis: Do we want to throw audience question at them?

Anna Brown: Audience, anybody, anybody?

Lea Alcantara: Audience questions to our masters?

Emily Lewis: No one has a question for these three brilliant people. Yeah, AJ.

Unknown audience: Come on, AJ.

Emily Lewis: AJ.

Audience: [Claps]

Emily Lewis: Speak loud.

AJ: Who's your favourite EE parody twitter account?

Emily Lewis: Ohh... [Laughs]

Lea Alcantara: [Laughs]

Audience: [Laughs]

Chad Crowell: EE HULK.

Emily Lewis: [Laughs]

Anna Brown: But let me just say you cannot smash me, I've got my sledgehammer.

Chad Crowell: I'll go for a fake Masuga. Isn't there a fake Masuga out there?

Audience: [Laughs]

Emily Lewis: I know...

Chad Crowell: Is there a friendly Masuga?

Emily Lewis: ... friendly Masuga.

Chad Crowell: I wanna hug.

Emily Lewis: Okay. Well, so I think the overwhelming winner here is Anna.

Audience: [Claps]

Chad Crowell: Congrats, Anna.

Emily Lewis: Okay, so in addition to...

Lea Alcantara: Yes...

Emily Lewis: In addition to the bragging rights as an EE master and that glorious trophy that she's holding, Anna is also going to win a license package from DevDemon Updater, Editor, Channel Images dev license from DevDemon.

Lea Alcantara: Dev licenses.

Emily Lewis: And one year of VSC-S-2 hosting from EngineHosting.

Lea Alcantara: Yeah.

Audience: [Claps]

Emily Lewis: So congratulations, Anna, the EE master.

Lea Alcantara: Congrats, Anna.

Emily Lewis: Whoo!

Emily Lewis: All right, so...

Lea Alcantara: Okay.

Emily Lewis: Yeah.

Lea Alcantara: All right. So we still have a little bit more time left. Does anyone have any questions for us?

Emily Lewis: Or someone who was speaking with us, because I can hand in the mike.

Lea Alcantara: Nothing.

Emily Lewis: You guys just want to go and drink beer, right?

Robert Eerhart: Someone just want to make a comment or statement or whatever?

Emily Lewis: Leslie.

Lea Alcantara: Leslie!

Emily Lewis: Oh no.

Leslie Camacho: I just want to take the opportunity here at the end to thank everyone in this room and most especially Robert for doing EECI Conference.

Audience: [Claps]

Leslie Camacho: We've already thanked you before...

Audience: [Claps]

Leslie Camacho: And I do have a comment to make in the community. All of us here at EllisLab and those of the staff who aren't here, we love you guys. Anything you want to ask us, email us, call us, whatever you need, we love talking to you. The hard conversations, the beautiful conversations, everything in between, messy or clean, we are here to serve you and we are very humbled to be in the room with such a talented, talented wonderful group, and we look forward to doing it for a long, long time. Thank you guys so much.

Audience: [Claps]

Emily Lewis: Anybody else? Comments, questions? No, nothing really? Oh, oh, all right.

Unknown Male Voice: Like that ...

Audience: [Laughs]

Lea Alcantara: Yeah, come on.

Lea Alcantara: Now is your time.

Unknown Male Voice: Well, just out of curiosity, do we have a future stated plan, or is there no future stated plan for EECI now?

Emily Lewis: I...

Audience: [Laughs]

Robert Eerhart: Leslie Camacho, welcome back...

Audience: [Laughs and claps]

Emily Lewis: Okay, so Leslie Camacho just said that...

Audience: [Laughs]

Leslie Camacho: We've already been talking with several people who want to do this and smaller meet-up groups, and work with us. So starting next year, to have...

Audience: [Laughs]

Leslie Camacho: I don't want us get in trouble here, but yes, yes, we are got to finally...

Emily Lewis: There is a plan?

Leslie Camacho: Yes. [Laughs]

Audience: [Laughs]

Leslie Camacho: Yeah.

Emily Lewis: All right, great. So the community is still going to have this wonderful opportunity to gather, and I will say personally, I love small meetups too. So if you have at all an interest in organizing something in your own community, you should look to some of the other people that are doing so.

Patrick Fuller: Hi, I'm Patrick Fuller from Columbus, Ohio, and we have an Ohio ExpressionEngine meetup. I think we have, there is a Basecamp group we have set up, so it's put by Greenline Creative from Columbus, Ohio. So if you guys are anywhere in Ohio or in driving distance, just come and see me and/or tweet me at @patfuller and I'll get you the info for our next meetup.

Emily Lewis: Excellent. Are there any other local organizers here who put on meetups or regular groups that do you want to mention?

Lea Alcantara: Sweet.

Matt Ford: I'm Matt Ford and I organize the Seattle meetup. We've had two really successful meetups and we will continue to do so.

Emily Lewis: Thank you Matt.

Carl Crawley: Hi, I'm Carl from Hippo in the UK. I also know that Joel Bradbury, Jamie Pittock and Ian from DesignKarma who did the EE UK last year are, I think, they actually tweeted about 24 hours ago they currently have a secret meeting about bringing the EE UK back for 2013. So I think there will be some nice things from that as well, so that I think are good.

Emily Lewis: Excellent. So I'm getting the signal that we need to tie things up. So those folks that had their hands raised, come talk to us afterwards and we will add you to the show notes, your different groups.

Lea Alcantara: Perfect. So thank you everyone for joining us.

Audience: [Claps]

Lea Alcantara: It's been a lot of fun.

Audience: [Claps]

Emily Lewis: And once again, just a huge thank you to Robert and Whooz! for bringing us here to the conference and giving us this opportunity to do this crazy live thing.

Lea Alcantara: And thanks to all our sponsors and partners for keeping us on air. Thank you everyone live, not here, and here as well for tuning in. If you want to know more about the podcast, make sure you follow us on Twitter @eepodcast, or visit our website, EE-Podcast.com.

Emily Lewis: And please don't forget to tune in to our next episode. We are continuing on our getting to know #eecms series with Kyle Cotter.

Lea Alcantara: And I am Lea Alcantara.

Emily Lewis: I'm Emily Lewis.

Lea Alcantara: Signing off for the ExpressionEngine Podcast. See you next time.

Audience: [Claps]

Robert Eerhart: Give it up.

Emily Lewis: Whooo!

Emily Lewis: All right, people, I think it's time to go partying and have some beers!

Robert Eerhart: All right. Thank you very much, Lea and Emily. Wonderful job. And a few announcements before we leave the room, please listen carefully. There is a sketch online for the shuttle service tomorrow, and it's under eeciconf.com/location, there is the shuttle schedule, and there are names on the list and please find your name and be there on time. If you need to like switch time, you have to come to me and we will switch it. And if you're not on that list, please come to me too and let me know if you need a ride. At 7:30, we will be having shuttles outside the lobby and those shuttles will take you to the boathouse and there is the awesome, excellent hike off the party. That's always famous. EngineHosting is giving away their balls or something.

Audience: [Laughs and claps]

Robert Eerhart: The podcast is still live so I can thank Nevin. Buddy, should be spoons together soon. [Laughs] You emailed them, right? Check your email. If you have email, you have balls from Nevin.

Timestamp: 01:00:04

Audience: [Laughs]

Robert Eerhart: So thank you for that, Laurie, EngineHosting. Again, final goodbye. See you around and see you everybody and see you next year at EECI XX or whatever. So see you there. Thank you very much.

Audience: [Claps]

Timestamp: 01:00:29

End of Audio