

Are You Attending cf.Objective()?

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I've attended seemingly a million conferences over the years of my career, and had gotten to a point where they just really didn't do anything for me, so I quit attending. After about a 7 year break from any conferences, I decided to take a chance on [cf.Objective\(\)](#), because I felt that the material and the speaker lineup were stellar, and that the conference's primary agenda was education rather than corporate sales. I can unequivocally say that my assessment was 100% accurate. There is one conference and one conference only that is now on my calendar each year: cf.Objective().

Now hurry it up and [get registered](#) !