

The LA Chapters of AITP and ACM bring you

PETER COFFEE'S ANNUAL FORECAST
*Technologies, Practices and Policies for Computing,
Communications, and Business Applications*

Thursday, September 19, 2013

Networking @ 6:00 pm Roundtable @ 6:30 pm • Dinner/ Program @ 7:00 to 9:00pm

The more we know about how things work, the more we are likely to look for ways to do those things better, faster, and cheaper – rather than doing something fundamentally different. When we look back from the 2020's at this century's early years, it is possible that we will pick some year right around...2013...as the turning point when we decided to do a number of things in an essentially different way.

In this year's edition of Peter Coffee's annual dinner with AITP and ACM, he will be looking at a number of disciplines— computing, communications, data management, and information security among others— and illuminating the massive disruptions already taking shape around us.

Please join us for both interactive pre-dinner conversation and after-dinner formal remarks.



Peter Coffee is Vice President and Head of Platform Research at Salesforce.com inc. He joined the company in 2007 after 19 years as a Columnist and Labs Analyst with the groundbreaking industry publications *PC Tech Journal*, *PC Week*, and *eWEEK*. He works with IT managers, developers and policymakers to build a global community on cloud platforms including Salesforce.com's Force.com and Heroku.

Mr. Coffee was the first manager of PC integration at The Aerospace Corporation in El Segundo; before that, he worked with various divisions of Exxon Corporation in arctic development, chemical production, and alternative-fuels operations ranging from the Gulf Coast to Alaska. He holds an engineering degree from MIT and an MBA from Pepperdine University; he has lectured in IT management, AI programming techniques and business strategy at Pepperdine, UCLA, Stanford, MIT, and Harvard Business School, as well as keynoting business

conferences and academic events throughout the Americas, Asia and Western Europe. He is the author of two books, *How To Program Java* and *Peter Coffee Teaches PCs*. Follow him on Twitter @petercoffee. His blogs can be found at <http://cloudblog.salesforce.com/>.

NOTE: We will start promptly at 6:30 pm with **an informal roundtable discussion with Peter Coffee** followed by dinner and a formal presentation. Get there before 6:00PM for networking!

**Bring your business cards and plan to network with your peers at
Courtyard by Marriott LA Westside (Culver City by the 405)**

RESERVATIONS: Reservations are required! <http://a3.acteva.com/orderbooking/bookEvent/A337093>

PRICE: Dinner & Program: Dinner & Program: Members - \$25 in Advance, \$35 at the Door. Non-members - \$35 in Advance, \$45 at the Door. For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

LOCATION: Courtyard by Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230 310-484-7000. Self Parking at hotel (\$6)

DIRECTIONS:

Going South on 405

Take 90 fwy East
Slight right at West Slauson Ave
First right onto Bristol Parkway

Going North on 405

Take exit 49B to merge onto Sepulveda toward Slauson Ave
Right at Green Valley Circle
First right onto Bristol Parkway

CONTACT INFO:

AITP-LA can be accessed at www.aitp-la.org, and the LinkedIn Group is at AITP-LA Association of Information Technology Professionals, Los Angeles Chapter. ACM Los Angeles Chapter can be accessed at <http://www.la-acm.org>, and the LinkedIn Group is at ACM Members.

MARK YOUR CALENDAR FOR AITP-LA COMING EVENTS:

October 17 – KC Choi, Vice President, Americas Solutions Architecture, Cloud and Total Customer Experience, Hewlett Packard. How to Leverage Converged Infrastructure, What You Need to Know Now. Thursday dinner meeting, 6 to 9 pm.