aitp

The LA Chapters of AITP and ACM bring you

PETER COFFEE'S ANNUAL FORECAST
About key technologies in Computing, Communications, and Business Applications

_____

Wednesday, September 21, 2011

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

The world of technology is evolving ever more rapidly and we, as IT professionals, have a responsibility to assimilate new information, make decisions, and attempt to manage technology effectively in our respective corporate realms.

One of the best-informed, and entertaining, technologists is Peter Coffee. It is our pleasure to welcome him back to share insights and make sense of it all in an evening of analysis and comment; he will provide **an insider's view and forecasts for key technologies** in computing, communications, and business applications. This year one area of focus will be mobile computing. The pre-meeting roundtable will be very interactive, so be prepared to ask your questions early on.

Peter Coffee is Director of Platform Research at salesforce.com. He joined the company in January of 2007 after spending 18 years as a technology analyst and columnist at the industry magazines **eWEEK and PC Week.** He currently works with enterprise and commercial developers to clarify their requirements for use of the Salesforce Platform in developing and deploying on-demand applications.

Peter was previously the first manager of PC planning at The Aerospace Corporation, where he also worked in space systems applications of artificial intelligence techniques. Before that Peter was a Senior Engineer working in arctic project management, chemical facility construction and synthetic fuels project planning at Exxon. He holds an engineering degree from MIT and an MBA from Pepperdine University, where he also served as a faculty member for information systems management; he has held other faculty appointments in computer science at UCLA and in business analytics at Chapman College. He is the author of two books, How to Program Java and Peter Coffee Teaches PCs. Peter is also a euphonium soloist and composer.

Peter's current commentaries for salesforce.com appear 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!

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

MARK YOUR CALENDAR FOR OUR COMING EVENTS:

October 28-29 -- 12th Annual Southland Technology CONFERENCE -- Two-day Conference at The Long Beach Hilton. Special rates for AITP members. Raffle prizes, earn PDU's. Go to www.sotecconference.com for more information.