

## Monthly Dinner Meeting Courtyard Marriott, Culver City

**Date:**

**Thursday,  
18 Sept 2014**

**Time:**

**6:00pm to 9:00 pm**

**Location:**

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

**Space is Limited,  
Reservations are suggested**

**Members \$28 in advance,  
\$35 at the door.**

**Non-members \$35 in  
advance, \$45 at the door.**

### **Peter Coffee's Annual Forecast -- *Technology Trends for Computing, Communications, and Business Applications***

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 are 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.

To reserve a place, go to:

<http://a3.acteva.com/orderbooking/bookEvent/A340877>

Be sure to **click on the PayPal logo**; you still have the option to pay by either credit card or PayPal. Acteva registration customer service will register you if any difficulties. Phone 877-855-8646.

**Networking starts at 6:00PM -- bring your business cards, network with your peers at  
Courtyard by Marriott LA Westside (Culver City by the 405)**

**REGISTRATION:** sign up now at: <http://a3.acteva.com/orderbooking/bookEvent/A340877>

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

**DIRECTIONS:** <http://www.marriott.com/hotels/maps/travel/laxcv-courtyard-los-angeles-westside/>

**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

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