



**Thursday September 22nd - Monthly Dinner Meeting Courtyard
Marriot, Culver City**

**PETER COFFEE'S ANNUAL FORECAST: *Technology Trends for Social
Media, Mobile Communications, Data Analytics, and Cloud Computing.***

Date: Thursday September 22, 2016

Time: 6pm to 9pm

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

Space is Limited, Registration is required

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

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

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 point in the last three years 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 presentation to 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.

Presenter:

Peter Coffee

Vice President for Strategic Research at Salesforce.com

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.

Event Registration

Event Address

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

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

Stay Connected

[AITP-LA Website](#)

[Subscribe to IT Zone](#)

[Linkedin Group](#)

[Email us](#)

Next Events:

Southern California Technology Conference: Friday October 14th and Saturday October 15th.

sotecconference.com