

The LA Chapters of AITP and ACM bring you

PETER COFFEE'S ANNUAL FORECAST
Technology Trends in Data Analytics, Social Media, Cloud Computing, and Mobile Communications

Tuesday, September 26, 2017 (new date, location)

Networking @ 6:00 pm Roundtable @ 6:30 pm • Dinner/ Program @ 7:00 to 8:30pm

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 five 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.

Some insights from last year's presentation:

- Digital transformation is the equivalent of getting your running shoes laced up.
- If you don't use models predicting what you think will happen then you won't know how wrong you are.
- Much market research produced today borders on toxic: we look for the easy target, focusing on existing customers, rather than trying to learn about one's prospective customers.
- Expect that something will go wrong (your network will get broken into), and design for that, rather than attempt to design something that is perfect.
- We're going to be doing things which are indistinguishable from magic.

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



Peter Coffee is 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. He is the author of two books, *How To Program Java* and *Peter Coffee Teaches PCs*. Follow him on **Twitter @petercoffee**.

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 business cards and plan to network with your peers at
Microsoft Playa Vista.**

RESERVATIONS: Reservations are required! Here is a link:

<https://www.eventbrite.com/e/peter-coffee-annual-forecast-2017-tickets-37466194396>

PRICE: Dinner & Program: Members - \$15 in Advance, \$25 at the Door. Non-members - \$25 in Advance, \$35 at the Door. For more information, call Mitchell Matsumura at 310-561-0755 or Roger Lux at 562-964-1888.

LOCATION: Microsoft Playa Vista, 13031 W. Jefferson Blvd Suite 200. **Playa Vista**, CA 90094; (213) 806-7300. Validated parking \$10.

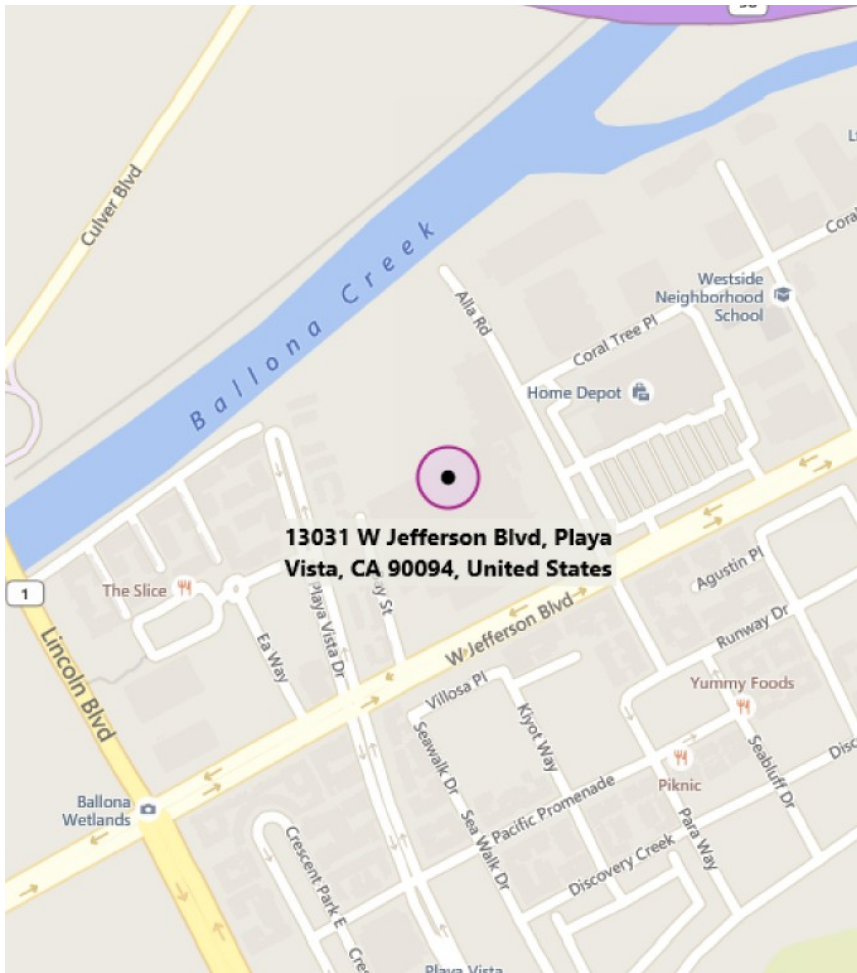
DIRECTIONS:

From LAX International Airport:

- Depart World Way/Center Way going east 0
- Merge onto CA-1 North
- Turn left onto Lincoln Blvd.
- Right onto West Jefferson Blvd.
- U-Turn at McConnell Ave
- Turn right onto Alla Road.
- Arrive at 13021 W. Jefferson Blvd, Suite 200, Playa Vista, CA 90094.

From Orange County Airport:

- Northeast on Airport toward MacArthur Blvd.
- Left onto MacArthur Blvd.
- Merge onto 1-405 North towards Long Beach.
- Exit, then left on Jefferson Blvd (Exit 50B).
- Arrive at 13021 W. Jefferson Blvd, Suite 200, Playa Vista, CA 90094.



CONTACT INFO:

AITP-LA can be accessed at www.aitp-la.org, and the LinkedIn Group is at "AITP-LA".

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 13-14 – Southland Technology conference at Hilton in Long Beach. For an agenda of this two-day conference, keynotes, and sponsors, go to www.sotecconference.com

Nov 16 -- Chief Technology Officers on AI-related Trends – Computer vision, image recognition, machine learning. A distinguished group of CTOs will share in-depth views of these emerging trends and provide multiple use cases on how the technologies are being implemented -- strategies to differentiate your firm and increase competitiveness. A joint meeting with Technology Council of Southern California and the CTO Forum. To be held at Microsoft Playa Vista.