



The Association of Information Technology Professionals and
Association of Computing Machinery (ACM) bring you



PETER COFFEE'S ANNUAL FORECAST

About key technologies in Computing, Communications, and Business Applications

Thursday, September 17, 2009

At Spitfire Grill, Santa Monica Airport (*new location*)

Roundtable @ 6:30 pm • Food and Program @ 7:00 to 9:00pm

[CLICK HERE TO REGISTER](#)

With products like Windows® Vista and chip-based security, the battle of the PC is still going strong. Long-awaited breakthroughs in nano-scale manufacture and high-speed communication are finally leaving the laboratory, the Internet is maturing into a distributed computing platform with industry standards for remote Web services interaction.

Make sense of it all in an evening of analysis and comment is Peter Coffee; he will provide **an insider's view and forecasts for key technologies** in computing, communications, and business and technical applications. His talk will span the range from nanometer chip fabrication techniques to worldwide multi-gigabit networks and will include time for questions.

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's current commentaries for the salesforce.com developer network appear at **blog.sforce.com/sforce/the_developing_world**

NOTE: We will start promptly at 6:30 pm with **an informal roundtable discussion with Peter Coffee** followed by buffet and a more formal presentation.

Pre-Meeting Roundtable: 6:30 P.M. Buffet and Program: 7:00 to 9:00 P.M.

MAKE YOUR RESERVATION ONLINE: www.aitp-la.org or www.acteva.com/go/aitpla Reserve by Monday, September 14th, in order to guarantee a seat at this popular event!

PRICE: Buffet & Program: \$25 Paid in Advance, \$35 at the Door. \$15 for Program only.

Parking is FREE. For more information, send an email to aitpla@aol.com, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

LOCATION: Spitfire Grill, 3300 Airport Avenue, Santa Monica CA 90405 310-397-3455 It is located on south side of the Santa Monica airport, just west of Bundy Drive.

Driving North on 405: exit at National, go south/west to the end (Centinela, which becomes Bundy). Turn left/south on Bundy, then right on Airport Avenue. Parking is free.

Driving West on 10: exit at Bundy, go left/south on Bundy, past Ocean Park and National, then right on Airport Avenue. (When Bundy crosses Ocean Park, it becomes Centinela.) Parking is free.

COMING EVENTS

October 16-17 -- 10th ANNUAL TECH CONFERENCE -- Two-day Conference at The Long Beach Hilton-- "New Paradigms for Challenging Times: Maximizing Personal and Organizational Value." Early bird registration, raffle prizes, earn PDU's and special rates for people in transition. Go to www.sotecconference.com for more information.