

The LA Chapters of AITP, ACM, and TechExecs bring you

PETER COFFEE'S ANNUAL FORECAST

About key technologies in Computing, Communications, and Business Applications

Thursday, September 30, 2010

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 and 2 for 1 drinks!**

**Bring your business cards and plan to network with your peers at
Maria's Italian Kitchen in Downtown Los Angeles**

PRICE: Dinner & Program: \$35 Paid in Advance, \$40 at the Door. For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

LOCATION: Maria's Italian Kitchen, 615 Flower Street, Los Angeles CA, 90017 (Downtown Los Angeles). Self Parking: 616 Figueroa Street (\$5). Valet Parking: Available on Flower Street (\$7). Link to [Map](#).

<http://www.mapquest.com/maps?city=Los+Angeles&state=CA&address=615+S+Flower+St&zipcode=90017-2801&country=US&latitude=34.049717&longitude=-118.257813&geocode=ADDRESS>

DIRECTIONS:

From the 110 South: take the 6th ST/4th ST exit toward I-110 S/WILSHIRE BLVD/DOWNTOWN, take the ramp toward WILSHIRE BLVD, take the 6th ST ramp, turn SLIGHT LEFT onto W 6th ST, turn RIGHT onto S FLOWER ST. 615 S FLOWER ST is on the RIGHT.

Self Parking: 616 Figueroa Street (4:00 p.m. to 3:00 a.m., \$5). Valet Parking: Available on Flower Street (\$7)

From the 110 North: take the 4th ST/3rd ST exit, EXIT 22B, take the 6th ST exit, EXIT 23A, turn SLIGHT LEFT onto W 6th ST, turn RIGHT onto S FLOWER ST. 615 S FLOWER ST is on the RIGHT.

Self Parking: 616 Figueroa Street (4:00 p.m. to 3:00 a.m., \$5). Valet Parking: Available on Flower Street (\$7)

From the 5: take the 110 South (see the rest above).

From the 10: take the 110 North (see the rest above).

From the 101: take the 110 South (see the rest above).

MARK YOUR CALENDAR FOR OUR COMING EVENTS:

October 29-30 -- 11th ANNUAL TECH CONFERENCE -- Two-day Conference at The Long Beach Hilton. Early bird registration, raffle prizes, earn PDU's and special rates for people in transition. Go to www.sotecconference.com for more information.

IMPORTANT NOTE: AITP is now offering reduced cost memberships. In response to current economic conditions, AITP Membership Services is pleased to announce our latest Membership initiative. We are instituting limited-time membership pricing for unemployed persons. Learn more at this link: <http://aitp.org/newsletter/newsarticle.jsp?article=1412>