

The IEEE San Fernando Valley Section Chapter of Computer & Communications Joint Society (CCC) & Los Angeles Chapter of the Association of Computing Machinery (LA-ACM)

Welcome you to the presentation on: *Surf's Up?* By Mr. Peter Coffee

Director of Platform Research, salesforce.com

Date: Wednesday, February 18, 2009

Place: Chef Hannes, 411 1/2 Main Street, El Segundo, CA 90245
(310) 640 - 0164 meeting at the Train Room

RSVP: By Feb 13 to Ms. Irena Kageorgis, irenakageorgis@ieee.org

Information: Dr. Antonio Mendez, mendezRDA@aol.com

Dinner: \$20/IEEE Members & Sponsors, \$25/Non-members,
\$10/Student Members

- 06:00 – Chef Hannes Dinner and Professional Networking
- 07:30 – Presentation (No fee for the presentation)

Abstract

Ted Nelson once wrote, "If computers are the wave of the future, displays are the surfboards" -- twenty years before people talked about "surfing the Web." There's just something that appeals to people about the image of finding a source of energy and riding it to new places. Join us for an evening of exploring compelling visualizations, global wireless connections, ubiquitous sensor networks, and other candidates for the role of your personal surfboard on the high-tech waves that are breaking today.

Speaker Bio

Peter Coffee works with corporate and commercial application developers to build a community based on Force.com: the salesforce.com Platform-as-a-Service (PaaS). He has led technical workshops and delivered conference keynote speeches in England, Canada, Mexico, Brazil, Australia, Singapore, India and China as well as throughout the U.S.

Peter has been with salesforce.com for two years, following 18 years as Technology Editor of the enterprise IT journals *PC Week* and *eWEEK*. He was previously the first manager of PC planning at The Aerospace Corporation, where he also worked in space asset management applications of AI techniques. Before that, he was a Senior Engineer in arctic project management, chemical facility construction, and synthetic fuels project planning for several divisions of Exxon.

He holds an engineering degree from MIT and an MBA from Pepperdine University; he has been a faculty member in IT management at Pepperdine and also at UCLA (computer science) and Chapman College (business analytics). He is the author of two books, *How to Program Java* and *Peter Coffee Teaches PCs*.



IEEE-CCC Speaker Program

Digital Signal Processing - FPGAs, by
Mr. Stevie Rhim, DTS, Inc.

- March 25, 2009

Waveguide Array Antennas &
Microstrip Reflectarrays for Space
Applications, by Dr. Sembiam
Rengarajan, CSUN

- April 15, 2009

JPL Software Seminar, Chaired by Mr.
Leonard Reder, JPL

- June 13, 2009

IEEE-SFV Section News

SFV Engineers Council Awards
Banquet

- February 28, 2009

Senior Member Elevation Clinic

- Planned for April 2009

SBIR Phase 3 Workshop

- March 28, 2009

2009 Entrepreneurship Business Plan
Competition

- Summer 2009

For more Information, visit:

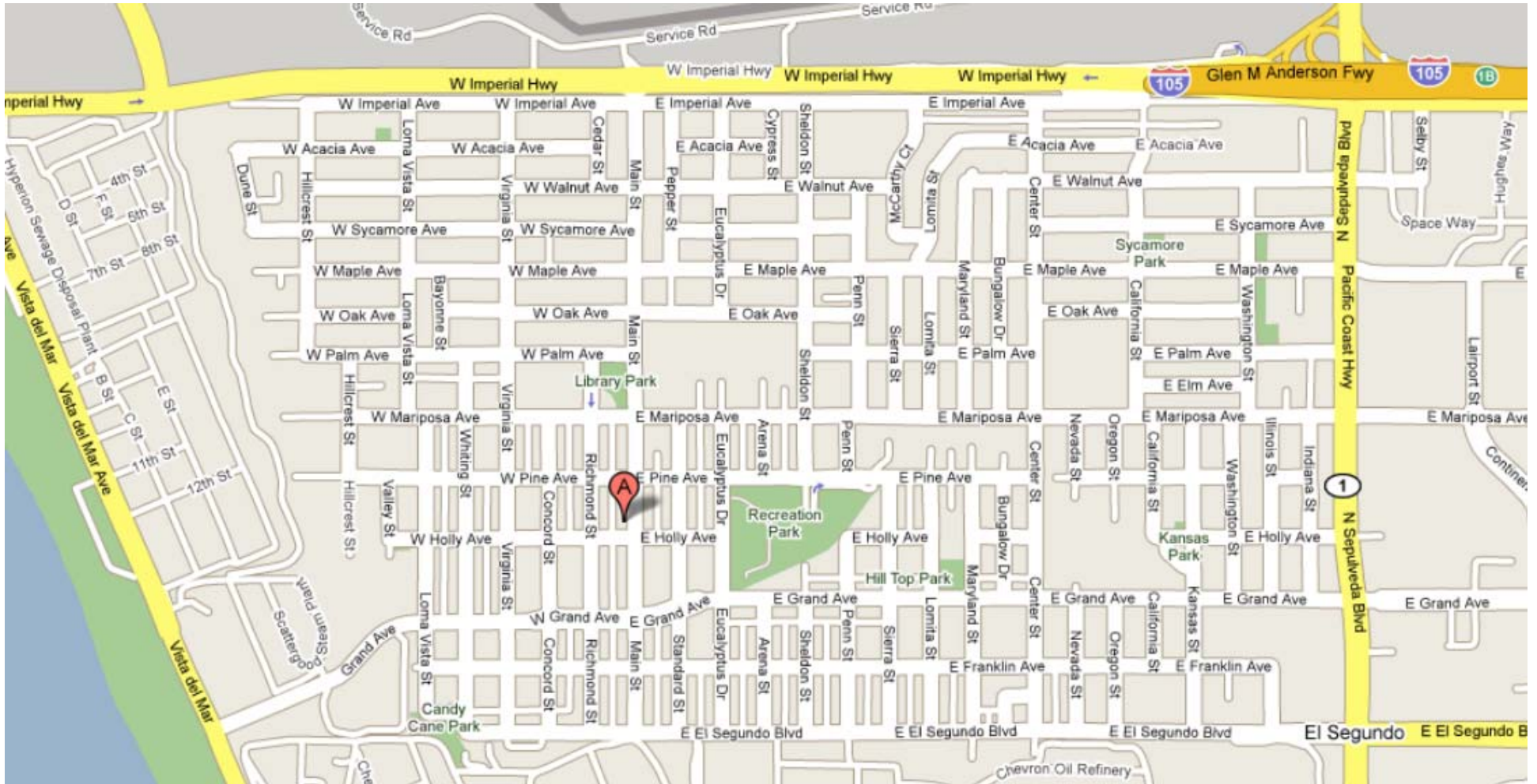
<http://www.ewh.ieee.org/r6/sfv/>



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of Engineering the Future

Surf's Up? By Mr. Peter Coffee

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Ref: <http://www.chefhannes.com/>