

***Science and Engineering Council of Santa Barbara:  
November Luncheon***

**Elephant Bar Restaurant, Thursday November 12, 2009, 12:00-1:30**

**----- *This Month's Topic* -----**

**Cloud Computing: Stories from the Trenches**

Cloud computing is a way of delivering scalable, hosted services over the Internet without having to manage the hardware directly. Michael Crandell will discuss what companies are doing today to take advantage of the benefits offered by cloud computing. He will walk through real examples that demonstrate how customers are improving IT productivity and delivering new levels of business agility using cloud computing.

**----- *Presenter* -----**

**Michael Crandell, CEO and co-founder of RightScale**



Michael Crandell is the CEO and a founder of RightScale, where he provides the vision and direction for the company as it pioneers innovative ways to bring the power of cloud computing to any organization. Crandell is a frequent speaker at cloud computing industry conferences, and he has played a major role in helping establish and promote openness and transparency in the cloud market. Prior to RightScale, he served as CEO at several Internet Software-as-a-Service (SAAS) companies and as executive vice president at eFax.com. Crandell received his B.A. from Stanford University and completed graduate studies at Harvard University.

**----- *Other Information* -----**

**\$14 SEC members, \$20 non-members.**

**Information:** Barbara Keane (E-mail [scieng@silcom.com](mailto:scieng@silcom.com)) or call (805) 684-4927.

Reservations not required. Visit our web page at <http://www.scieng.org>

**Elephant Bar Restaurant:** 521 Firestone Road, off Hollister, near airport administration in Goleta.



Our 50<sup>th</sup> Year!

**From the Co-Presidents:** This month we are pleased to welcome **Colette Hadley** of the SB Scholarship Foundation and **Lori Clayton** of Goleta as Individual members. Please join us in November to learn more about the rapidly advancing technologies related to cloud computing. Looking ahead to December 10, we will host **Michael Franco** of **Current Analytics**. Michael will speak about Greener Buildings through Real-Time Monitoring & Control of Energy. See you in November.

***Tim Murphy and Gary Kravetz***

***Please Note: luncheon seating is limited and available on a first-come basis.***

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**WHAT IS THE SCIENCE AND ENGINEERING COUNCIL (SEC)?**  
**www.scieng.org**

- \* SEC was formed in 1960 to provide communication channels between engineering, academics, and the general public.
  - Monthly Luncheon Meetings (2<sup>nd</sup> Thursday, 12:00-1:30; Elephant Bar Restaurant); timely topics presented.
  - One important benefit is the opportunity to network with others in the community.
  - Membership NOT required to attend meetings. FYI, membership is listed below.
- \* Monthly Board Meetings (last Thursday, 7 AM, Denny's-Goleta) – open to the membership.
- \* Directory: compiles a Technical Services Directory which is posted on the SEC website (www.scieng.org).
- \* Science Fair: sponsors the annual awards program at our local junior high and high schools.
- \* Scholarship: sponsors annual college scholarship(s) to aid local science student(s).
- \* Membership Information: email scieng@silcom.com, website http://www.scieng.org, or contact a Board member listed below.

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**\*\* UCSB-College of Letters & Science includes:**

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