As the scale of web application grows, architectures must scale with them, both in terms of separating functionality across machines and horizontally scaling out particular functional components to clusters of machines. Use of message oriented middleware as an architectural component can help address this situation in a flexible way that allows for loose coupling between components. The presentation will briefly chronicle the history of queuing and capabilities of the current de-facto protocol AMQP. A brief demonstration of the RabbitMQ queuing package should show the power of queuing and hopefully inspire others to begin using this tool in their architectures.