OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 8.23.13

Attendees:

Bill Lee - Mellanox

Jim Ryan – Intel

Bill Boas – Cray

Paul Grun – Cray

Rupert Dance – Software Forge

Gilda Foss - NetApp

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Ken Strandberg – OpenFabrics Alliance

Rebecca Moran – OpenFabrics Alliance

**Minutes from 8.23.13 MWG Meeting**

* **SC13 Prep and Planning**
* Researching costs and different layout options for the booth space. Will have something to report at the next planning meeting on Wednesday, 28.
* **Website Redesign**
* A separate working call has been setup to discuss target audience, finalizing category definitions such as “Developers”, “Users” and “non-Members”.
* After the meeting on Monday, Ken will have a template for review by end of the week.
* **PR Update**
* Paul Grun PR is finalized and will go out next week.
* Ketner and Rupert will discuss the Interop PR for the May results next week. Discussion on the nature of the PR consisted of-
* Focus on results and promote October event.
* 1st official ROCE Interop; IBM and Emulex participated.
* Highlight technologies.
* Discuss state or version of OFED.
* Provide pointers to test plan and to Logo group.
* Use summary of benefits from the OFA website.
* Talk about next gen InfiniBand.
* Keep PR relatively short and utilize a blog post or HPCwire article for more in-depth information. Point to iol and OFA website for more detailed info.
* OFWG PR
* Objective of PR is to reengage with members who have left the organization.
* Instructions on how to join are missing.
* Should target members and non-members who are concerneced about creating accelerating application performance.
* Need comments by Monday.
* Finished draft by Tuesday for release on Wednesday.
* It was discussed that involvement in the Stack Research might be better received as a separate PR. Don’t want too much info to get lost in the initial press release.
* Could also include some details of the initial meeting in the first press release.
* **Blog Plan**
* Finalizing name and logo/design on hold for now.
* Will continue to source content.
* Need to be bringing in content from the Labs.

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| **Upcoming Event Calendar-** |  |  |
| InfiniBand Fabric Admin. Training | UNH-IOL | August 20-21, 2013 |
| Writing Application Programs for RDMA using OFA software | UNH-IOL | August 22-23, 2013 |
| OFA Interop Debug Event | UNH-IOL | October 14-18, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |
| OFA Developer Workshop | Monterey, CA | March 30-April 2, 2014 |
| OFA User Day | Monterey, CA | April 3-4, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |