**OpenFabrics Alliance ~ Marketing Working Group**

**Meeting Minutes – 12.14.12**

**Attendees:**

Bill Lee – Mellanox Technologies

Jim Ryan – Intel

Rupert Dance – Software Forge

Caitlin New – Ketner Group

Catherine Seeds – Ketner Group

Ken Strandberg

Rebecca Moran – OpenFabrics Alliance

**Minutes from 12.14.12 MWG Meeting**

* **Organizing of the Developers Workshop**
  + Bill Lee proposed using Pacific Bridge to oversee Workshop planning/logistics.
  + It was agreed upon that a “core team” should be put in place to gather pertinent information regarding the planning needs of the OFA. This information will be sent to Pacific Bridge to aid in their proposal submission.
  + Core Team members are Bill Lee, Jim Ryan, Rupert Dance and Bill Boas.
  + Bill Lee will handle scheduling of the “core team” meeting.
  + Bill Lee and Jim Ryan will handle the “core team” meeting minutes and AR’s.
  + Rupert Dance suggested using personal contacts to help with securing guest/keynote speakers to alleviate cold calling.
  + It was agreed upon that the members of the “core team” would also gather ideas and initial recommendations for speakers.

|  |  |  |
| --- | --- | --- |
| **Developers Workshop AR’s-** |  |  |
| **AR-** | **Contact-** | **Due Date-** |
| Scheduling of core team kickoff meeting. | Bill Lee | Friday, December 21 |
| Core team meeting minutes/AR | Bill Lee/Jim Ryan | To be completed after kickoff meeting. |

* **User Conference**
  + It was agreed that one of the first items to be addressed is setting the Conference agenda and securing presenters.
  + The suggestion was made to gather feedback from the User reflector.
  + MWG & IBTA will work together to promote the User Conference.
  + Question was posed, should a discount be given to those who wish to attend both the User Conference and the Developers Workshop.
  + A foreseeable difficulty in attending both would be the weekend in the middle.
  + Bill Lee will get with Diane Reeve to discuss giving a discount and setting up Acteva to allow attendees to choose one or both options.
  + Dedicated web pages for both the Workshop and Conference need to be posted on OFA website by early January.
  + In addition, press releases, announcements need to be finalized in early January.

Rupert Dance will coordinate with the Ketner Group on press releases, announcements and pertinent website info.

|  |  |  |
| --- | --- | --- |
| **User Conference AR’s** |  |  |
| **AR-** | **Contact-** | **Due Date-** |
| Determining reduced fees/Acteva set-up | Bill Lee/Diane Reeve | January 11, 2013 |
| Press Release, website info to Ketner Group | Rupert Dance | January 11, 2013 |

* **International User Workshop**
  + Jim Ryan stated that Bill Boas was travelling and not able to make an update. Bill will have an update at the next scheduled meeting on 1.11.13
* **Next OFA/MWG Meeting will be held on Friday, January 11, 2013**

|  |  |  |
| --- | --- | --- |
| **Upcoming Event Calendar-** |  |  |
| OFA User Conference | Monterey, CA | April 18-19, 2013 |
| OFA Developer Workshop | Monterey, CA | April 21-23, 2013 |
| SNW Conference | Orlando, FL | April 2-5, 2013 |
| International User Workshop | Zurich, Switzerland | May, 2013 |