OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 7.26.13

Attendees:

Bill Lee - Mellanox

Jim Ryan – Intel

Rupert Dance – Software Forge

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Ken Strandberg – OpenFabrics Alliance

Rebecca Moran – OpenFabrics Alliance

**Minutes from 7.26.13 MWG Meeting**

* **SC13 Prep and Planning**
* Weekly planning meetings are progressing and currently the most pressing items are the deadlines for the BoF and the Call for Participation for Emerging Technologies. Both have deadlines of July 31.
* Also considering reducing the booth size for cost effectiveness.
* **Website Redesign**
* Three templates have been selected.
* Ken is working on mapping the existing content in to the templates.
* Estimated time for group review of template selection is 2-3 weeks.
* There is a call set for July 31 to discuss the utilization between new website and Causeway.
* **Hot Interconnects Participation**
* It was agreed that we would not participate in this year’s event but will keep on the master calendar for possible 2014 involvement.
* **SNW Europe Participation**
* Participation would be through the SNIA Alliance Partner program.
* Could be a good event for 2014 involvement.
* Rebecca Moran to see if OFA members are allowed to participate or if involvement is intended for the OFA organization as a whole.
* **PR Update**
* Paul and Ketner Group close to finalizing Vice-Chair announcement.
* Blog Topics / Schedule
* New potential blog posts include post from Xyratex, Rich Brueckner, and Pete Harris of Low Latency.
* Ketner Group and Gilda Foss to discuss setting up a blog schedule and topics.
* Combined press release to go out the first part of August regarding October Interop event and the results from the May event.
* **Next OFA~MWG meeting will be held on Friday, August 9, 2013**

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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 Interop Debug Event | UNH-IOL | April 7-11, 2014 |
| OFA Developer Workshop | Monterey, CA | March 30-April 2, 2014 |
| OFA User Day | Monterey, CA | April 3-4, 2014 |