OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 6.14.13

Attendees:

Jim Ryan – Intel

Bill Lee – Mellanox

Gilda Foss – NetApp

Caitlin New – Ketner Group

Catherine Seeds – Ketner Group

Ken Strandberg – OpenFabrics Alliance

**Minutes from 6.14.13 MWG Meeting**

* **ISC ’13**
  + Backgrounder updated and [posted to the web](https://www.openfabrics.org/resources/document-downloads/cat_view/57-ofa-documents/26-public-documents.html); Rebecca to make copies for Paul and Bill B.
  + Press release for InfiniBand and RDMA birds of a feather session to be released on Monday
  + TOP500 list to be announced Monday; Jim and Bill will discuss if a PR is required
* **SC ’13**
  + Kick off meeting scheduled for Tuesday, June 25
  + The goal is to identify participants and discuss the high level messaging and activites
* **Marketing contacts list**
  + No update, Catherine and Caitlin to give update at next meeting
* **HPCwire contributed article**
  + In progress updating with comments and feedback, next draft due next week
* **Website Upgrade / Redesign**
* New equipment expected in a couple of weeks
* Ken and Rebecca reviewing templates for the content refresh
* The workshop and user day landing pages are being updated to reflect the events activities and to make finding presentations easier
* **Paul Grun’s submission for a definition and use of “application-centric I/O”**
* This will be discussed in the coming weeks; the MWG can use this to guide its marketing efforts; need to discuss in the XWG how it affects other groups.
* **Next OFA~MWG meeting will be held on Friday, June 28, 2013**

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| **Upcoming Event Calendar-** |  |  |
| ISC ‘13 | Leipzig, Germany | June 16-20, 2013 |
| International User Workshop | Zurich, Switzerland | September, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |

Other events will be discussed in the next meeting.