OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 6.28.13

Attendees:

Bill Lee - Mellanox

Jim Ryan – Intel

Paul Grun - Cray

Gilda Foss – NetApp

Caitlin New – Ketner Group

Ken Strandberg – OpenFabrics Alliance

Rebecca Moran – OpenFabrics Alliance

**Minutes from 6.28.13 MWG Meeting**

* **SC13 Prep and Planning**
* Kick off meeting was held on June 25.
* Discussion was had on objectives and purpose for attending the event.
* It was agreed upon that increasing member participation was key to the overall success.
* Bill Lee will present to both the OFA and IBTA board members, a defined set of objectives to encourage member participation.
* Need to identify who, within the member companies, is driving their overall presence at the show.

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| **SC13 AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Present to the MWG a draft of board presentation | Bill Lee | July 12 |

* **Website Upgrade / Redesign**
* Ken and Rebecca have narrowed down template choices.
* The new design will allow for separate portals for users and developers.
* Key element to the new design will be to ensure ease of use and clarity when signing up for working groups and/or forum.
* XWG to decide between Causeway or website for preferred method for joining working groups.
* Need to define how training will be presented on home page. Trainees could sign-up under the user or developer portals.
* Interop program will be included in the developer’s portal.

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| **Website AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Choose a preferred method for working group sign-up | XWG | July 26 |
| Website maintenance | Rebecca Moran | Ongoing |

* **OFA One-Pager**
* Current one-pager was revised for ISC and focused primarily on OFS.
* Discussion was had about revising the document to include the software piece as well as providing more information about the OFA as an organization.
* Would like to use parts of Paul’s ISC BoF in new revision.

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| **One-Pager AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Revising to include new objectives | Bill Lee, Paul Grun, Ketner Group | July 26 |

* **PR Update**
* Paul and Ketner Group to work on Vice Chair announcement.
* Emulex Blog Post
* Emulex submitting a submission for review.
* ISC BoF Blog Post
* Discussion was had on how to build on the content of the BoF for future use. Suggestions were,
* Condensing to allow for a short presentation to working groups.
* Presenting it at the next user day.
* Embedding into HPCwire article.
* Use in revision of the one-pager.
* HPCwire article
* Article on hold for new messaging.
* Would like to use ISC BoF in article.
* Marketing Contact Update
* SGI is interested in participating in MWG.
* **Next OFA~MWG meeting will be held on Friday, July 12, 2013**

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| **Upcoming Event Calendar-** |  |  |
| International User Workshop | Zurich, Switzerland | September, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |