OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 9.27.13

Attendees:

Bill Lee - Mellanox

Rupert Dance – Software Forge

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 9.27.13 MWG Meeting**

* **SC13 Prep and Planning**
* OFA Backgrounder
* It was discussed that the intro paragraph needs to be more about OFS than just specific to the Alliance.
* It was also discussed that the second page should overlap more between OFS and the Alliance.
* SC News Promotion
* Two possible OFED releases
* Possible EWG release 3.12 supporting the latest Kernel
* Top 500 release. Will discuss messaging of release at the next meeting.
* IBTA/OFA joint release to be sent out one week prior to the show.

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| **SC13 AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Revise Backgrounder intro paragraph | Rupert Dance | October 11 |
| Revise second half of Backgrounder to include OFS and the Alliance | Bill Lee | October 11 |

* **Website Redesign**
* Still need input from the MWG members before moving forward. Website template can be found at <http://www.openfabrics.org/WebDev/>
* **Blog Plan**
* Ketner Group working on graphical image for banner.
* It was suggested that we should include a blog post announcing new member company PLX Technologies. It was also suggested that we invite them to write a blog about why they joined the OFA.

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| **Upcoming Event Calendar-** |  |  |
| OFA Interop Debug Event | UNH-IOL | October 14-18, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |
| OFA Developer Workshop/User Day | Monterey, CA | March 30-April 4, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |

* **Next Meeting will be held on Friday, October 11, 2013.**