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/plan to encourage member participation.
* The presentation will be used to convey that there is an active and aggressive plan and set the tone that there is great value and benefit for members to participate.
* This will also serve as a way to encourage SC members to help us gain involvement in the various vendor booths.
* 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.
* A key element to the new design will be to ensure ease of use and clarity when signing up for working group mail lists, including the various RDMA lists, and/or the forum. Need to define what the forum and mailing lists are used for.
* XWG to decide between Causeway or website for preferred method for joining working groups and to define how workgroups communicate among themselves, either by Causeway, mailing lists or some other means.
* Another key element is determining what the best method is for communication between the OFA and among ourselves.
* Need a “directory” of ways that users/developers/members/prospective members can communicate with others about OFA, OFS and RDMA.
* 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-** |
| Define how working groups communicate among themselves and the best method to achieve that purpose. | 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.
* Discussion was had about creating and publishing a blog schedule with topic list to help with participation of submission of posts. Can be used as a way to build excitement for SC13.
* 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 |