OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 1-31-2014

Attendees:

Bill Lee – Mellanox

Jim Ryan – Intel

Paul Grun - Cray

Rupert Dance – Software Forge

Ken Strandberg – OpenFabrics Alliance

Rebecca Moran – OpenFabrics Alliance

**Meeting Minutes-**

* **Developer Workshop / IBUG Planning**
* It was decided to move forward with the notebooks as give aways at the Workshop. Notebooks will include a timeline of the OFA to commemorate the 10th annual workshop.
* Email / Press Release to go out this week announcing registration. Rebecca Moran will merge marketing contact lists to add to email recipients and also look into wire services for press release.
* Susan Coulter to join next MWG meeting to discuss IBUG promotion.
* **Website Redesign**
* It was agreed upon that we needed to address four different audiences when redesigning the website. Audiences include, those visiting the website for more information, those currently involved, developers and users.
* It was agreed upon that separate meetings dedicated to the website redesign would be beneficial. The meetings will be held weekly with a goal of launching the new site by the end of March in time for the Workshop.
* **Blog Plan/Schedule**
* Blog plan and schedule to remain the same to coordinate a launch with the new website.
* Potential blog schedule to be included in upcoming event calendar.
* **Recruitment Plan**
* It was decided that Jim Ryan, Rupert Dance and Susan Coulter would form a task force to brainstorm on recruitment ideas.
* They are to report back to the MWG at our next meeting.
* **Formalizing Welcoming of New Members**
* Jim will continue to send out a welcome letter describing the organization and outline opportunities for involvement.
* Rebecca to forward PLX welcome info to Bill Lee for review to use for future new members.
* **Event Calendar / Ongoing agenda items**
* Link to Interop event on website. Rupert to get link and work with Rebecca on getting info to website.
* OFED release schedule.
* MWG and EWG to coordinate on OFED releases.
* 1st RC release to be promoted through email and post to website.
* GA release to get full media release.
* Rupert to get release schedule to the MWG.

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| **Upcoming Event Calendar-** |  |  |
| InfiniBand Fabric Training | UNH-IOL | March 11-12, 2014 |
| Programming w/OFS Training | UNH-IOL | March 13-14, 2014 |
| OFA Developer Workshop | Monterey, CA | March 30-April 2, 2014 |
| OFA IBUG | Monterey, CA | April 2-3, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |

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| **Upcoming Milestones** |  |  |  |
| **SC14** | **New Orleans** | **November, 16-21, 2014** |  |
| Technical Program | Open | Deadline | Information Link |
| Tutorials | February 14 | March 31 | <http://sc14.supercomputing.org/program/tutorials> |
| Papers | February 14 | April 4 | <http://sc14.supercomputing.org/program/technical-papers> |
| Panels | February 14 | April 25 | <http://sc14.supercomputing.org/program/panels> |
| BoF | February 14 | July 31 | <http://sc14.supercomputing.org/program/birds-feather-sessions-bofs> |
| Emerging Tech | February 14 | July 31 | <http://sc14.supercomputing.org/program/emerging-technologies> |
| Posters | February 14 | July 31 | <http://sc14.supercomputing.org/program/posters> |

* **Next Meeting will be held on Friday, February 14, 2014.**