OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 8.16.13

Attendees:

Bill Lee - Mellanox

Jim Ryan – Intel

Gilda Foss - NetApp

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 8.16.13 MWG Meeting**

* **SC13 Prep and Planning**
* No planning call this week, nothing to report.
* **Website Redesign**
* Rebecca and Ken to meet on Monday, will report at the next MWG meeting.
* Input and observation on the current website are welcome.
* **PR Update**
* PR on Paul Grun becoming vice-chair; waiting for Cray approval.
* PR on Interop event, results on last one and announcement of next one; collecting information, need to discuss with Rupert.
* Next event 10/14-18
* Target PR at the end of August
* **Blog Plan**
* Apply a brand with a name; consensus in this meeting was to use *The Stack*. This will be confirmed at the next meeting.
* Launch will be coordinated with the launch of the new web site.
* Collect blog ideas and content now, push content after launch (release time sensitive content without delay).
* Time-Line
* August 23: Finalize blog name and agree on blog logo/design
* August 30: Ketner group to finalize blog calendar and commitments from Varsity blog team, and finalize blog logo/design.
* September 30: Launch new OFA website and blog
* **New Business**
* The new OFWG needs to be added to the Working Groups website: Jim to work with Paul on wording and make the request to Ken.
* **The next MWG meeting will be held on Friday, August 23 at 11:00 PDT.**

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| **Upcoming Event Calendar-** |  |  |
| InfiniBand Fabric Admin. Training | UNH-IOL | August 20-21, 2013 |
| Writing Application Programs for RDMA using OFA software | UNH-IOL | August 22-23, 2013 |
| OFA Interop Debug Event | UNH-IOL | October 14-18, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |
| OFA Developer Workshop | Monterey, CA | March 30-April 2, 2014 |
| OFA User Day | Monterey, CA | April 3-4, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |