

August 16, 2007 Aperi Community Conference Call - Meeting Minutes

All agendas and minutes posted on the newsgroup: [Web portal](#) or [newsreader](#)

Project participants are encouraged to communicate through:

- Project wiki (eclipse.org/aperi)
- Mailing list (aperi-news@eclipse.org)

Attendees:

Company	Attendees
Brocade	Steve Wilson
CA	Absent
Cisco	Absent
Emulex	Absent
LSI	Steve Gardner
Fujitsu	Absent
IBM	Allen Marin, Tom Guinace, Brett Allison, Dave Wolfe, Brenda Haynes
NetApp	Denise Rudolfo, John Tyrrell
Novell	Absent
Yotta Yotta	Absent

Yellow boxes embedded in the Agenda capture noted meeting comments and actions.

Agenda Overview:

- Updates on LinuxWorld booth and Aperi Webcast
- SNW Sponsorship - cost estimate, dates, logistics, etc.
- Review updated Eclipse Sponsorship Agreement
- Discuss any news to announce
- Potential SNW giveaways and BOF similar to spring
- SNW Booth selection call is this Thursday
- Discussion on need to update the Aperi Roadmap

Agenda Details

- Updates on LinuxWorld booth and Aperi Webcast

- The team discussed the strong traffic at LinuxWorld where Aperi was able to demonstrate code and talk to attendees while participating in the Eclipse booth. In addition, the project held a Webcast in July that covered an overview of the project, as well as live demonstrations of installing the Aperi framework and various monitoring and management capabilities. It was acknowledged that regular activities like this help to keep the project visible to the industry and maintain interest across the community.

- SNW Sponsorship - cost estimate, dates, logistics, etc.

- The group discussed sponsoring a small booth at the Fall SNW conference in October. There was agreement that we should sponsor a booth similar to what we sponsored at the spring conference. Allen Marin took the group through an estimate of the total projected costs, which was just under \$16k (estimate is posted on the wiki under Community Meetings section). IBM, LSI, and NetApp have agreed to contribute funds to co-sponsor the booth, and we are seeking contributions from other project participants, as well.
- As in the spring, the group would like to sponsor this through the Eclipse Foundation, so we reviewed the Eclipse sponsorship agreement document, which is based on a similar document we used in the spring (agreement is posted on the wiki under Community Meetings section). All co-sponsors need to sign this and select a commitment level of Platinum, Gold, or Silver and fax to the Eclipse Foundation by the first week of September. With IBM's contribution of \$7k, the remaining balance of \$8k is required to fund the booth.
- The group then reviewed the event roadmap, which is also posted on the wiki under the Community Meetings section. The roadmap lists the necessary activities and deadlines leading up to the show. We plan to re-use some of the content we used for the spring conference, such as Aperi description for the conference guide and Aperi logo. Allen will post the description, as well as an updated trifold, to the wiki.
- **The most urgent task is for those offering to co-sponsor the booth and contribute funds to complete the Sponsorship Agreement form and send to the Eclipse Foundation.**
- The group discussed how to drive traffic to the booth with activities prior to the event. It was suggested that announce on the Aperi webpage, wiki, and anywhere else appropriate that we will be sponsoring a booth at the show. It was also suggested that we send a similar note through the newsgroup, mailing list. Lastly, it was suggested that we send note to those leads we collected at the last two SNWs who said they welcome e-mails about Aperi news and events.

Action:

- Participants interested in co-sponsoring the booth need to complete the sponsorship agreement and submit to Eclipse.
- Allen will post the Aperi description for the SNW conference guide and the updated trifold to the wiki
- Need to assign someone to post an announcement across the mailing list, website and appropriate leads from prior events that we will have a booth at the fall conference.

- Review updated Eclipse Sponsorship Agreement

- The group reviewed the agreement and acknowledged the urgency to complete the form and send to Eclipse with a commitment of the sponsorship level they would like to pursue. There are three levels: Platinum (\$7k), Gold (\$4k), and Silver (\$2k).

Action:

- Participants interested in co-sponsoring the booth need to complete the sponsorship agreement and submit to Eclipse.

- Discuss any news to announce

- The group brainstormed ideas on things to emphasize and came up with the following: reaching 1000 downloads, published article in German magazine, possible completion of milestone release 4 code, new SAN simulator.

Action:

- Discussion to continue on next call

- Potential SNW giveaways and BOF similar to spring

- The group brainstormed ideas on promotional items for the show and thought it might be best to create a give-away of Bose noise-cancelling headphones or a GPS device with the thought of tying it to a theme like “Overcoming the noise in your storage environment” or “Navigating through the heterogeneous storage environment”. It was also advised that we create the contest so that attendees would have to visit some of the participant’s booths to qualify. Maybe they go to at least 2 booths and bring back something that validates their having spoken to someone about Aperi or learned something about Aperi. They come back to the Aperi booth to enter the drawing. Allen will draft a couple options based on these ideas, so we can discuss on the next call.
- The group liked the idea of hosting a community gathering at one of the vendor’s suites, so we need to determine who will have a suite at the hotel. Then we can make arrangements for a reception/happy hour.

Action:

- Allen will draft a couple options based on these ideas, so we can discuss on the next call.
- Participating vendors need to start thinking about sourcing whatever give-away we determine is best.
- Participating vendors need to determine who will have a suite, so we can decide how to proceed.

- SNW Booth selection call is this Thursday

- Allen Marin participated in the SNW booth selection meeting and secured both [PP26](#). The SNW event planners have extended this courtesy, which is usually provided to sponsors that have already signed the sponsorship contract, to us with the expectation that we will sponsor the booth. As such, it is important that the participants that want to co-sponsor the booth complete the Eclipse sponsorship agreement and fax to Eclipse.

Action:

- None

- Discussion on need to update the Aperi Roadmap

- The group ran out of time, so we didn’t go into an extensive discussion here. Nonetheless, the suggestion is that we revisit the development roadmap to determine what updates to include. We need to table the discussion for the next call.

Action:

- Discussion to continue on next call