

# January 11, 2007 Aperi Community Conference Call - Meeting Minutes

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## Attendees:

Company	Attendees
Brocade	Steve Wilson
CA	Absent
Cisco	Doug Anderson
Emulex	Absent
LSI	Steve Gardner
Fujitsu	Absent
IBM	Allen Marin, Brenda Haynes, Tom Guinane, Ted Slupesky
McData	Absent
NetApp	John Tyrrell, Lisa Haut-Mikkelsen, Denise Ridolfo
Novell	Absent

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

## Agenda Overview:

1. Review SNW sponsorship proposal
2. Discuss SNW sponsorship timeline
3. Review draft of Eclipse SNW sponsorship agreement
4. SNIA alliance update

## Agenda Details

1. Review SNW sponsorship proposal

The group discussed options of purchasing a Contributing Sponsorship similar to what the project did last fall, and a cheaper Participating Partner sponsorship. Allen Marin provided a couple charts depicting the differences in cost and exposure of the two sponsorship levels as a basis for discussion (charts are available in the Upload Files section of the wiki).

The group agreed that we should pursue the cheaper Participating Partner sponsorship since it not only meets our needs but also aligns with our funding resources. The group also decided to forego purchasing or renting any booth properties and instead rent one or two pedestals for the demo laptop(s). Note: the personnel change at Fujitsu leaves us with only one demo laptop, so we will need to look for another or use the personal laptops of those who will be working the booth at the show. The estimate for participation at the Participating Partner level came to about **\$14k**, including the rental equipment, Internet connectivity, monitors, keyboards, etc.

### Action:

- Allen Marin will follow up with the SNW event staff to update with the correct figures when the sponsorship kit becomes available.
- All participants should consider downloading the Aperi presentation with the embedded flash on their machines in case we need to use them to demo at the booth. Currently, we have only one demo machine and would benefit by having a second machine at the booth.

2. Discuss SNW sponsorship timeline

SNW runs from April 16-19, and the group reviewed an initial timeline Allen created that included some of the major activities required to prepare for SNW. With the assumption that we will sponsor the event through the Eclipse sponsorship package reviewed at the last meeting, we discussed the requirement for those willing to participate to join the Eclipse Foundation. Several participants were in the process of securing funding for joining Eclipse, as well as for contributing to community outreach activities.

We learned that the SNW booth selection meeting is February 15, and to participate we would need to have Eclipse forward a signed sponsorship contract on our behalf by that date. As such, each vendor that wanted to fund the SNW sponsorship would have to join Eclipse and sign a separate Eclipse SNW sponsorship agreement by February 12. There seemed to be consensus that there was sufficient interest to pursue the sponsorship.

After Eclipse signs the SNW sponsorship contract, the project participants can begin organizing the appropriate activities to prepare for the event. This would include working with the event exhibiting company to rent equipment, create signage, update demos, etc.

**Action:**

- Project participants interested in co-sponsoring the SNW booth should plan on joining the Eclipse Foundation prior to February 12, so we can attend the SNW booth selection meeting. Donald Smith coordinates new membership activities at Eclipse and can be reached at [donald.smith@eclipse.org](mailto:donald.smith@eclipse.org) or at 613-224-9461 ext. 231. The following URL has information on becoming an Eclipse Foundation member: <http://www.eclipse.org/membership/>
- We plan to have a status update on this at our next community call on January 25.

### 3. Review draft of Eclipse SNW sponsorship agreement

The group reviewed the Eclipse sponsorship agreement draft, which defines the obligations of the project participants and the Eclipse Foundation for sponsoring a booth at the spring SNW events. Specifically, the agreement (see document in project wiki) allows Eclipse to sign the SNW contract and pay the sponsorship fee on behalf of the project, and the project participants will be responsible for committing the funds to Eclipse and the actual execution of the booth.

An initial estimate suggests the project will have to come up with about \$14,000 for a Participating Partner sponsorship and the related booth rentals. The agreement draft includes 3 levels in which Eclipse members can participate, so Aperi participants can select the level that is most appropriate for them.

- Platinum sponsorship – requires \$7k for event
- Gold sponsorship – requires \$4k for event
- Silver sponsorship – requires \$2k for event

A question came up about the differences in these three levels, and it was explained that the only difference is in the amount of funding required. All project participants will be able to work at the booth, help with related activities, and benefit from leads that come from the sponsorship, so this agreement is simply a means to help with funding the SNW booth.

Another question came up about what we might be able to highlight at SNW in April. With the availability of the release 2 code this week, we might see a surge in downloads or even new members ready to join the project, which would be something we might emphasize. We could possibly see a commercial offering using Aperi code, and of course each project participant can also create an announcement based on their own Aperi plans.

**Action:**

- For those project participants that want to help fund the SNW booth, they should select the appropriate level of sponsorship, sign the next draft of the document after Eclipse reviews new edits, and forward to Eclipse at the address or fax on the form.
- Project participants interested in co-sponsoring the SNW booth should plan on joining the Eclipse Foundation prior to February 12, so we can attend the SNW booth selection meeting. Donald Smith coordinates new membership activities and can be reached at [donald.smith@eclipse.org](mailto:donald.smith@eclipse.org) or at 613-224-9461 ext. 231. The following URL has information on becoming an Eclipse Foundation member: <http://www.eclipse.org/membership/>

#### 4. SNIA Alliance Status

Brenda had spoken to Phil Mills, the existing SNIA secretary, about the pending alliance with SNIA, and Phil said the SNIA board and Technical Committee was preparing to send Eclipse a proposal of agreement around January 15. Eclipse and the Aperi participants would then have the opportunity to respond to it and forward any comments.

#### 5. New Business

Is it acceptable to use the individual vendor logos in our community outreach efforts? We had used them for the tabletop sign we had at the Aperi booth at SNW in Orlando, and I'm hoping there is no problem with continuing to do this at the upcoming SNW and in presentations that promote Aperi. **Can all the marketing representatives provide guidance on whether we can continue this practice?** We can add this to the agenda for the next meeting.

#### Next Steps/Actions:

- Next meeting is January 25, 2007
- Allen Marin will send an updated draft of the Eclipse sponsorship agreement to Eclipse for final edits and post final version to project wiki.
- Per the Eclipse sponsorship agreement, each participant needs to determine the level of co-sponsorship they wish to select, secure the appropriate funds, and send the signed agreement to Eclipse by February 12, so we can attend the SNW booth selection meeting on February 15.
- Those interested in participating in the Eclipse sponsorship agreement need to join the Eclipse Foundation prior to signing the Eclipse sponsorship agreement. Donald Smith coordinates new membership activities at Eclipse and can be reached at [donald.smith@eclipse.org](mailto:donald.smith@eclipse.org) or at 613-224-9461 ext. 231. The following URL has information on becoming an Eclipse Foundation member: <http://www.eclipse.org/membership/>. Please plan on providing a status update on this at our next community call.
- Confirm whether we can use vendor logos at events and for presentations promoting Aperi