December 14, 2006 Aperi Community Conference Call - Meeting Minutes

All agendas and minutes posted on the newsgroup: web portal or newsreader

Attendees:

Company	Attendees
Brocade	Steve Wilson
CA	Absent
Cisco	Absent
Emulex	Absent
LSI	Steve Gardner
Fujitsu	Absent
IBM	Allen Marin, Helen Bergin, Tom Guinane, Ted Slupesky
McData	Absent
NetApp	Absent
Novell	Alan Clark

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

Agenda Overview:

1. Confirm level of event participation/sponsorship for 1st half 2007 (SNW, Storage Decisions, Storage World) - All
2. Identify next steps for planning
   a. Working with Eclipse for sponsorship contract
   b. Booth options
3. Discuss additional deliverables or activities which would be of value in attracing new project participants – All
4. SNIA Alliance Status - Brenda and John Tyrrell
5. Summary of Action items

Agenda Details

1. Confirm level of event participation/sponsorship for 1st half 2007 (SNW, Storage Decisions, Storage World)

The group decided that our efforts and resources were best spent in limiting sponsorship to SNW Spring. While Storage Decisions and Storage World would be good events for promoting Aperi, funding is tight to commit to more than SNW

A Contributor Sponsorship booth (10'x4') is $17,500, and Allen Marin estimated the total costs would be around $23k. This was based on the cost of our sponsorship for the recent fall event. Costs would likely be lower with the purchase of a used popup booth, instead of renting a booth from the event sponsors.

Allen Marin is looking into the deadline for sponsoring the event and will update the team prior to the next call through the project wiki and newsgroup. We can discuss this on the next call.

The group also decided that we should wait until we have an actual end user or a commercial product available before we submit for a speaking slot at an event.

2. Identify next steps for planning events
    a. Working with Eclipse for sponsorship contract
    b. Booth options

The group reviewed the process for getting the Eclipse organization to sponsor events like SNW on behalf of the project.

- Allen Marin explained that Eclipse can act as the official sponsor, sign the sponsorship contract, and pay the sponsorship fees on behalf of Aperi. To do this, we need to work with Eclipse (Ian Skerett) to create a Sponsorship Package for a single event. The Sponsorship Package would define the terms of what we want Eclipse to do, what the project participants will do, and a breakdown of funds from the participants to execute the agreement.

  The actual execution of the event logistics is the responsibility of the project participants. As such, we would draft an agreement between Eclipse and each participant that is helping fund the effort. Each of these participants would sign the appropriate agreement and forward the funds to the Eclipse Foundation and Eclipse would then sign the event contract and pay the sponsorship fees on our behalf. Ian at Eclipse said that the process of creating and executing these Sponsorship Packages has taken close to a month typically.

  We should allow for a minimum of 90 days to prepare for each event since we need to arrange the appropriate Eclipse Sponsorships prior to executing a contract with the event organizers. With SNW starting on April 16, the 90 day date is January 16, so we should try to line up firm funding commitments by our next call on January 11. One challenge is whether these Sponsorship Packages can only be created for Eclipse members. As such, Eclipse members will have to sponsor the booth, and participants that are not Eclipse members should consider funding other costs, such as booth properties, collateral printing, signage, etc.

  IBM is aiming to fund $10k to the sponsorship of SNW. Earlier in the week, both Cisco and NetApp reported that they are trying to secure funds for this and other Aperi community outreach efforts, but neither was able to make the call this week. To sponsor SNW, we need to come up with about $22-23k.

- For the Storage World and SNW events the project sponsored this year, we rented the physical booth from the show organizers, and we discussed three options for next year.
    o Option 1: Continue to rent, which is very expensive and cost around $3200 and $4000 for SWC and SNW, respectively
    o Option 2: Purchase an inexpensive (or used) popup booth that one person can set up and break down. Allen Marin had contacted a vendor in Raleigh that could supply a used booth and Aperi graphic panels for around $2000. This would include a travel case for all the items.
    o Option 3: Rent draped tables and tabletop pedestals from show organizers for each event.

  The group decided that Option 2 offered the best solution since it was cost effective and allowed for a common look and feel for each event, which helped the branding around Aperi.

Action:
- Allen will work with Ian at Eclipse on a draft of an appropriate Sponsorship Package agreement and will share with the group prior to the next call on January 11. Ideally, we should have identified which participants can commit to funding the sponsorship, so we can sign the appropriate agreements with Eclipse to secure a booth at the show.
- Allen will visit with the booth vendor in Raleigh and upload descriptions and/or pictures of the used booths available. The group will then have to decide which to purchase and how. We didn't discuss how to purchase, but it might be best to include this in the Eclipse Sponsorship Package discussed above if time permits.

3. Discuss additional deliverables or activities which would be of value in attracing new project participants

The group discussed a few ideas that might help attract new participants. On a prior call, several ideas came up, such as a live seminar or Webcast for vendors and developers, a downloadable training module to help developers evaluate and even build application plug-ins on top of the Aperi framework. It was noted that the project homepage now has Installation instructions and a User Guide, which should be sufficient at this time. Steve Gardner thought the existing introductory presentation and flash demo that is available for download is a great way to continue educating interested parties on what Aperi is and its capabilities. There was a consensus that we should continue to update these as appropriate instead of creating new deliverables at this time.

Allen Marin mentioned that he is updating them as a series flash demos for the IBM DeveloperWorks community, and that we can use these updates for any Aperi purpose. DeveloperWorks is the organization at IBM that works to provide development tools for software developers around the globe. The DeveloperWorks community is very large and is an ideal community through which to educate developers on Aperi.

Action: Allen will continue to update the existing flash demos and post them to the Aperi wiki for reviews prior to posting to the project Website.

4. SNIA Alliance Status - Brenda and John Tyrrell

Neither Brenda nor John was able to make the call to provide an update, but Brenda mentioned after the call that there was a meeting between the SNIA, the Aperi project, and Eclipse on December 6. At that meeting SNIA representatives offered to draft a proposed alliance agreement between the organizations by mid-January. Progress on this will be made available through the project wiki.

Next Steps/Actions:

- Next meeting is January 11, 2007
- Need to line up firm commitments for funding SNW by next meeting on January 11 – All
- Allen is working with Ian at Eclipse to draft an appropriate Sponsorship Package agreement for review by the Aperi team. This should be posted prior to the meeting on January 11.
- Allen will visit with the booth vendor in Raleigh and upload descriptions and/or pictures of the used booths available for purchase. The group will then have to decide which to purchase and how. We didn't discuss how to purchase, but it might be best to include this in the Eclipse Sponsorship Package discussed above if time permits.
- Allen will continue to update the existing flash demos and post them to the Aperi wiki for reviews prior to posting to the project Website.