



Minutes of SNIA Annual Meeting: 05 October 2011 Conference Call – 10am PDT

Voting Companies (Present): Dell Computer Corp., EMC Corp., Fujitsu America Inc., HP, Hitachi Data Systems, Huawei Symantec, Juniper Networks, LSI Corp., Microsoft Corp., NetApp, Oracle Corp., Symantec, VMware Inc., XIO (Quorum met)

Voting Companies (Not Present): Asigra Inc., Computerworld, CoreVault, Emulex Corp., Fusion-io, IBM, Intel Corp., Panasas, Inc., Pillar Data, QLogic, Terremark Worldwide

1. Welcome

- Leo Leger, Executive Director, welcomed everyone to SNIA's 2011 Annual Meeting being held via conference call. He completed roll call and reviewed the agenda.
- [2011 SNIA 10 5 11 Annual Meeting Pres FINAL.pdf](#)

2. Approval of Minutes

- [2010 SNIA Member Meeting Minutes 2010-07 Final ForVote.pdf](#)
- **Motion made by:** SW Worth, Secretary, to accept the 2010 SNIA Member Meeting Minutes
- **Motion second by:** VMware and XIO
- **Motion passes unanimously**

3. SNIA Annual Update Highlights (Wayne Adams, Chairman)

- Announcement of 2011-2012 Board of Directors and Technical Council members:
 - Candidates newly elected have an asterisk next to their name.
 - **Voting Board Members:** Wayne Adams (EMC)*, David Dale (NetApp)*, Tony Di Cenzo (Oracle), Glen Jaquette (IBM)*, Skip Jones (QLogic), Gary Philips (Symantec), Doug Voigt (HP), SW Worth (Microsoft), Al Zymslowski (Fujitsu). Non-voting Board members include Leo Leger, Executive Director, and the 2011-2012 Technical Council Chair (*to be elected*).
 - **Voting Technical Council Members:** Duane Baldwin (IBM)*, Craig Carlson (QLogic), Mark Carlson (Oracle)*, Don Deel (EMC), Michael Ko (Huawei Symantec), Leah Schoeb (VMware), Alan Yoder (NetApp). Arnold Jones, Technical Council Managing Director is a non-voting TC member.
 - Election of the Executive Committee Officers and Technical Council appointments will be done October 8. Results will be announced October 11 via a press release at SNW Orlando.
- Organizational Structure
 - Throughout the recession, the size of the organization has remained constant. Membership revenue has increased slightly due to activities attributed to Cloud, GSI, SMI, SSSI and other Technical Work Groups.
 - In addition to full-time staff, contractors have been hired to fill roles in Membership, Education, and the SNIA Emerald™ Program. There are plans to hire a contractor to assist with Marketing and to fill the Regional Affiliate Program Director position in 2012.
 - The three-year strategic plan is complete. BoD Vice Chair Doug Voigt led the Strategy Committee to conduct an extensive member value survey, which led to SNIA understanding the increasing importance of Service Providers and Cloud Technologies. Results from the survey also showed that Education programs (Tutorials, Certification)



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are broadly valued, communication is key to connecting with members, and events are important. Balance is needed between standards and marketing work.

- Programs
 - SNIA continues to educate professionals around the world through tutorials, webinars, and videos posted on our website. SNIA entered into a partnership with CompTIA to leverage global reach for a new professional certification called CompTIA Storage+ Powered by SNIA, planning to launch Q1 2012. Tutorials continue to grow, with 35 delivered at Spring SNW 2011 and 80+ tutorials available on the SNIA webpage. SNIA will continue to invest in the SNIA Dictionary, providing a new printed copy annually. Cloud and Energy-related terms were added to the Dictionary this year.
 - The SMI TWG created a High-Level SMI-S to deliver advanced interfaces. It is open to any SNIA member to participate. The SMI continues to promote industry adoption of SMI-S.
 - The CDMI specification was approved for JTC1 PAS Submission and is preparing for ISO Standard submission.
 - GSI will publicly announce the launch of the SNIA Emerald Program on October 10, which is rooted in the energy measurement specification.
 - SSSI is focusing on the SSS PTS-Performance Testing Specification and the need to have a standard way to measure performance. They are also working on version 1.0 for Enterprise and Client specifications to have it available in 2012.

- International Community
 - SNIA South Asia RA added the Malaysia Chapter.
 - SNIA Brazil is emerging from the Provisional Status and working on putting in place a self-sustaining sponsorship/leadership model.
 - The Board and TC sent a Delegation to China in May to support SNW China in Beijing and Shanghai and to conduct meetings around Cloud and Green IT in hopes of doing more technical work.

- Events and Marketing
 - Storage Developer Conference (SDC), September 19-22, was a successful event with the most-ever attendees, sponsors, and company participants. Parts of the event were videotaped to offer the content to those who could not attend the conference.
 - SNW, co-owned by IDG, is produced twice a year (April and October). End-user attendance was higher in 2011 than 2010. April SNW took place in Santa Clara, CA and October SNW is scheduled in Orlando, FL.
 - Winter Symposium, held annually in January, is a venue for TWGs to meet face-to-face, listen to special guest speakers, and attend the volunteer recognition award ceremony.
 - SNIA participated in a handful of other industry events throughout the year.
 - Use of Social Media increased with LinkedIn, Facebook and Twitter. While print articles are decreasing, the number of webinars and commentary blogs are increasing.
 - Ogilvy continues to be SNIA's PR firm.

4. Treasurer's Report (Rob Peglar, Treasurer)

- [FY2010 Financial Position and Statements](#). SNIA's fiscal year is December 1-November 30.
- The P&L was negative in FY2009-FY2010 and positive in FY2011. Revenue was negative for FY2009, broke even FY2010, and positive FY2011. With a combination of careful spending



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and the board electing to change portfolio investments earlier in the year (still invested conservatively), FY2011 financials are healthy. SNIA will continue to focus on the financials and membership services.

5. Summary (Wayne Adams, Chair)

Wayne thanked the volunteers for their participation and support.

6. Adjournment

- **Motion made by** SW Worth, Secretary, to adjourn the meeting.
- **Motion second by** VMware
- **Meeting Adjourns**