

Member Section Discussions at Newcastle Workshop

Launch Event

- When - 2012
- Venue (Laurie will look for conferences):
 - Qcon (InfoQ's dev conference) - Nov 3, San Fran
 - ApacheCon Europe - Nov 3, Germany
 - ???
- Content:
 - OASIS core standard: Nov 30
 - Mappings (at least Committee Spec Drafts):
 - Global addressing, Websockets (incl. JSON), JMS/WCF, DTX,
 - Products:
 - IIT, QPID, Microsoft?, Red Hat (Proton)?
 - Client libraries
 - Framework integrations (Spring, Aleka, Celery, Camel, Mule)

Need to coordinate the marketing so the first approach to any audience is effective.

Main AMQP message:

- The AMQP standard has arrived.
- There are products supporting it.

TC Structuring Discussion

Inquiry:

Do we roll everything into one TC or multiple ones?

Discussion:

- Multiple TC's
 - If we have one TC for vastly different subjects, then someone might want to do work in one area, but may not want to give up IPR in another area.
 - We don't want the core to be changed by JMS and other special interest groups. Having the core in a separate TC means that the various interest groups can't put changes to the core spec.
 - Having more TC's would help us show that AMQP use/interest is expanding.
 - Having more specific TC's would help us recruit more people.
- Single TC's
 - Overhead administration-wise.
 - Lack of control of all the TC's.
 - Can we get enough people together to populate TC's.

- Three TC's come out easily:
 1. Core extensions: (all of us)
 - DTX [D-Nov12] (Dave, Mark, Rob, Andreas, Rafi)
 - Global Addressing [D-Nov12] (?, Rob, Dave, Rafi, Andreas)
 - Federation [N-?] (Matt, Andreas, Michael Bridgen, Ted Ross?, Dave)
 - Resource management [D-Nov12] (?, Matt, Dave, Rob, John, Andreas, Mark?)
 - End to end msg security (signatures, end-to-end msg integrity) [I] (?)
 - Re-authentication (for if broker token expires while msg is in it) ()
 2. API and message model mappings:
 - JMS API mapping [C-Nov12] (Rob, Andreas, Dave)
 - WCF API mapping [C-Nov12] (Dave, Rob)
 - SOAP message model mappings [D-Nov12] (?, Dave)
 - FPML and FIX message model mappings [I-?] (Matt, John)
 - OpenMAMA message model mappings [I-?]
 - JSON transcoding [I-Nov12] (Rafi, Dave)
 - MsgPack transcoding [I] (?)
 - Protocol Buffers transcoding [I] (?)
 3. Transport binding: (Matt, Angus, John, Al, Sunjeet, ...)
 - Websockets / AMQP in the browser [D-Nov12] (Kaazing, Dave, Rob, Rafi)
 - SCTP [D-Nov12] (?, Matt, Angus, Rafi, Rob)
 - Memory mapping [N-?] (Angus, John, Matt)

OASIS Document Legend:

- N - White paper. Towards being a "Note" or go into the standards process.
- I - Initial submission
- D - Committee specification draft (first submission)
- C - Committee spec
- S - OASIS standard

Laurie/Matt could do charters from existing drafts.

Member Section Breakout - Agenda:

1. *Affirm scope of Member Section and its Steering Committee
2. *Formulate a perspective on the appropriate size of the Steering Committee
3. *Formulate a strategy to increase resource pool through re-engaging existing members and acquisition of new members
4. Plan annual election of the SC and potential change to the RoP (Rules of Procedure)
 - a. to arrive out discussion with OASIS
5. *Establish specific action items for:
 - a. AMQP Forum

- b. AMQP Email Gateway
 - c. Webinars
 - d. Website Upgrade and Review
 - e. Wikipedia Revision
 - f. Blogs and Twitter Feeds
6. Open questions to be addressed (by the technical participants):
- a. Clarify IP support model (aka regime) when we work on functional scope that is adjacent to but not necessarily part of the mission covering a Technical Committee?
 - b. Clarify if the AMQP Founder and Member agreements all joint development of functional scope?
 - c. Both the Founder and Member agreements are currently expired. Do we want to renew them?
 - d. In advance of resolution of Qu. #1, how does the technical team make joint submissions?
 - e. Need infrastructure support for open source, binary library and testing script submissions to establish a baseline of capability & support for community adoption and contributions.
7. *Talking points to cover with OASIS Management (Scott, Jamie, Chet, Dee)

* - Discussion Notes following

#1 - List Scope of the Member Section (MS) and its Decision Group the Steering Committee (SC)

- The curation of AMQP branded Technical Committees
- AMQP TC Action Coordination
- AMQP Marketing Planning & Execution
- Manage AMQP Legal Framework
- Manage AMQP Budget
- Coordinate AMQP Public Relations and FAQ
- Oversight of AMQP Trademark and IPR
- Management of Technical and Marketing web infrastructure
- Manage members' commitments to deliverables
- New member acquisition and on-boarding

#2 A perspective of the appropriate size of the Steering Committee

- How do we differentiate the Member Section from the Steering Committee?
- How do we get more people participating in the Member Section?
- How do we cut down the size of the Steering Committee?

Member Section:

- ➔ works to accomplish the scope of responsibility
- ➔ needs to expand its contributing members
- ➔ elects the Steering Committee annual as decision body

Actions

- Assess the appropriate size of the Steering Committee
 - Raise question with the Member Section as a central issue to be addressed before the pending SC annual elections in July
 - Portray tensions for determining the size
- Schedule the annual SC elections and potential change in SC size
 - Complicated by the two phases of terms established when setting up the SC last year.

#3 Strategy to increase resource pool through re-engaging existing members and acquisition of new members

- Campaign to increase membership to create a larger pool of contributing resources
 - Maintain a funnel of potential members
 - Create initial list of potential members from:
 - Pre-existing PMC potential members
 - Identify companies that are strategic to the AMQP brand
 - Prioritize potential members within OASIS
 - Elicit Member section for opportunities
- Assess how AMQP can better leverage OASIS
- Reengage silent members of the MS: specifically reach out to the decision makers and user representatives

#5 Establish specific action items for the Member Section

Inquiry:

- Objective - smoother method to communicate between members
 - Document what we need
 - Discuss with OASIS options
 - Implement
- Marketing plan:
 - Sponsor - (Red Hat, Microsoft, VMware)?
 - Create a skeleton marketing plan
- Vehicles: Webinar, Blogs, Tweets, Website, conferences

Discussion:

- Infrastructure -> Alex/Prasad
 - Providing a downloadable test suite or a service that implementers could use for checking their implementations.
- Marketing Strategy -> Matt /John-> VM, RH, MS marketing
 - Define strategy
 - Create collateral (holistic, community, education, FAQ, collateral)
 - Implement mediums
- Tactical
 - Wikipedia (John)
 - Fixes to website (Dee)
 - Videos from last year's conference - host on AMQP.org [Dee/Allan]

- Rob's questions
- Legal - IPR [Andy/Jamie/Laurie]
 - Is the AMQP WG agreement still active and cover the work done by the various parties on AMQP related specifications?
 - In spite of it, should there be multi-party agreements between collaborating partners?
 - Are there any legal issues with producing downloadable test suites implementations can use for checking their implementations or doing the same via a testing service?

#7 Talking Points w/ OASIS (Matt)

- Elicit advice on the use of one or multiple TCs to address multiple aspects of the AMQP enterprise
- Legal implications of TC structuring
- Regarding in new member acquisition investigate OASIS's flexibility within in the first year of membership
- Advise on planning to SC annual elections and the potential change in RoP w/ regards to the size of the SC.
- How can we better leverage resources OASIS has to offer