2021 Press Releases

• February 15: New FCIA Board of Directors 2021
  • Chris Lyon President, Amphenol
  • Craig Carlson Treasurer, Marvell
  • David Rogers Secretary, Teledyne-LeCroy
  • At Large Directors
  • Rupin Mohan Hpe (Marketing Committee Chair)
  • Patty Driever IBM
  • Martin Skagen Broadcom
  • Kiran Ranabhor Cisco
Honors Bestowed

• Mark Jones President Emeritus
2021 Analyst / Editor Briefings

- Spokesperson: Mark Jones
- Being scheduling in February
- Topics of discussion:
  - FCIA standards updates as publicized in FMS PR on 11/10
  - FCIA roadmap
# Q1 2021 Content Calendar

<table>
<thead>
<tr>
<th>Content type</th>
<th>Author</th>
<th>Publish date</th>
<th>Next Steps</th>
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<tbody>
<tr>
<td>Press Release</td>
<td>FCIA</td>
<td>February 15</td>
<td>Linda to write first draft by 2/8</td>
</tr>
<tr>
<td>Blog on FMS Tech Zone Video</td>
<td>Celeste</td>
<td>February / March</td>
<td>Celeste to provide a first draft</td>
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<tr>
<td>Q1 2021 Newsletter</td>
<td>FCIA</td>
<td>March 1</td>
<td>Discuss outline on Feb. Marketing call</td>
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<tr>
<td>Social media / blog on Why FC?</td>
<td>TBD</td>
<td>April</td>
<td>Linda to send out latest revision to Marketing; ask for comments</td>
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<tr>
<td>Q&amp;A from analyst briefings</td>
<td>TBD</td>
<td>TBD</td>
<td>Analyze this after analyst briefings</td>
</tr>
<tr>
<td>Conference</td>
<td>Date / Place</td>
<td>Description</td>
<td>FCIA Activity</td>
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<tr>
<td>OFC Conference</td>
<td>June 8-10, San Francisco, Live</td>
<td>The Premier Annual Event for Telecom, Optical Communications and Data Center Optics</td>
<td>Submit a paper by February 22. Standard Booth space (not island or endcap) 10x10 is $4900 + ~$7K for graphics and counter.</td>
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<tr>
<td>Flash Memory Summit</td>
<td>Likely August, TBD</td>
<td>Features NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.</td>
<td>In 2020, FCIA was a Bronze sponsor; virtual showcase, Live Video</td>
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<tr>
<td>SNIA Storage Developers Conference</td>
<td>Sept. Combo virtual and live</td>
<td>Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking</td>
<td>In 2020, Brandon Hoff and Rupin presented Smart Fabrics: Building Self-Healing Fibre Channel Networks.</td>
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<tr>
<td>SC21</td>
<td>Nov. 14-19, St. Louis</td>
<td>The international conference for high performance, computing, networking, storage &amp; analytics</td>
<td>Tutorials close April 30 Panel submissions close April 30 BoF close August 6</td>
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- NVMe Developer Days – nothing on website yet
## 2021 FCIA Email blast schedule

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<tr>
<td>Board of Directors PR</td>
<td>February 15</td>
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<tr>
<td>Newsletter</td>
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FCIA Social Media
January FCIA Social Media Highlights

Twitter

TOP TWITTER POST
283 Impressions
2 Retweets
3 Likes

January 5, 2021
According to a recent ESG #storage trend survey, 62% of new IT positions are being filled by generalists. With more seasoned storage administrators retiring, the need for #FibreChannel SAN education is increasing. https://bit.ly/2KdULxF @TheRealCelesteC @scottshimo @Broadcom
January
FCIA Social Media Highlights

Facebook

103
(0 new) followers

134 Impressions

TOP POST
1 Likes
0 Comments
0 Share
25% Engagement Rate

Engagement rate is the rate of people who saw the post and engaged with it. Brodeur will continue to engage with audience members and reach out to influencers on TW/LI to drive more accounts to FCIA's Facebook page.
January FCIA Social Media Highlights

LinkedIn

January 20
Got a #FibreChannel question? Here's your chance to get it answered http://bit.ly/3bWUTxl

TOP POST
12.7% engagement rate
5 Likes
7 Clicks

Brodeur focused on posting content that FCIA's target audience would find “clickable.” This post did a great job of driving engagement and clicks. Brodeur will continue to reach out to influencers on LinkedIn to help bring more eyes to FCIA’s company page.
New LinkedIn Followers

Mo Elgammal · 2nd
Sales Engineer - Enterprise at Pure Storage

SREENIVAS KAANUGOVI · 2nd
IBM & Open Group Certified IT Specialist/Subject Matter Expert - SAN & Storage

Thomas Langkjaer · 2nd
EMEAR Storage Networking Sales & GTM at Cisco

Thomas Lönnegren · 2nd
Specialist Solutions Consultant at Hitachi Vantara

hemashree kempegowda · 2nd
System QA Engineer, Storage & Networking, Software Defined Storage, Cloud AWS @ Netapp

Johnny Kearns · 2nd
Global Account Manager @ GTT / Assisting IT Leaders in Transforming their Global Network

Tom Heinz · 2nd
Director of Federal Sales - Storage and Hardware Platforms at Brocade - a Broadcom Company
Users who engaged with FCIA

Don’t see your connections?
Invite them to Follow FCIA!!

Twitter: @FCIAnews
Facebook: @FCIAnews
LinkedIn: Fibre Channel Industry Association (FCIA)

Scott Sinclair
@Scott_Sin
Senior analyst for @esg_global on infrastructure modernization, hybrid cloud, or any innovation that offers the better storage, usage, or understanding of data.
957 Following 951 Followers

Scott Shimomura
@scottshimo  Follows you
Redefining #networking for #storage. Head of #SAN Product #Marketing @Broadcom. Swim dad, Gaucho, and SCUMBAg. @Warriors @SFGiants @49ers My tweets!
3,914 Following 2,147 Followers

Celeste Crystal
@TheRealCelesteC  Follows you
Product Marketing and Education @Broadcom #datacenter #flashstorage #networking Tweets are my own
3,740 Following 895 Followers

Javier Bravo Díaz
@bravoja  Follows you
1,312 Following 1,169 Followers

AJ Casamento
@AJCasamento  Follows you
Solutioneer for Brocade Communications (16+ years) and frequent resident of Seat 21A (4+ million air miles and counting)
200 Following 248 Followers

Chris Lyon
@1st Datacenter Business
Development Manager Americas at Amphenol ICC, President Ethernet Alliance, Chairman FCIA

Lars Hoonk
@2nd Field Application Engineer at Broadcom Inc.

Corinne Haesaerts
@2nd Presales at Brocade, a Broadcom division

Dominik Mutterer
@2nd EMEA Storage Sales Manager at Broadcom Inc.

Chris Veenemans
@2nd Brocade Netherlands, a Broadcom company | Fibre Channel Storage Networking
2021 FCIA Meeting Schedule

- February 2
- March 3, Noon – 1pm PDT
- April 7