

## Sparkplug Steering Committee Call

March 24, 2022

### Agenda

Agenda Topics	Moderator	Minutes
Approve Minutes of the March 10, 2022 call	Frédéric	5
Messaging discussion: Sparkplug vs OPC UA	Mike Milinkovich	20
Q1 Community Meeting <i>post mortem</i>	Frédéric	10
<a href="#">Membership pipeline</a>	Arlen	10

### Attendees:

Jackie Eldridge (Inductive Automation)  
Hassan Jaber (Eclipse Foundation)  
Kristine Zukose (Inductive Automation)  
Frederic Desbiens (Eclipse Foundation)  
Benson Houghland (Opto22)  
Arlen Nipper (Cirrus Link)  
Bryce Nakatani  
Mike Milinkovich (Eclipse Foundation)  
Ian Skerrett (HiveMQ)

### Absent:

Wes Johnson (Cirrus Link)  
Don Pearson (Inductive Automation)  
Jeff Knepper (Canary Labs)  
Todd Anslinger (Chevron)

### Minutes:

Objection to approving the last meeting minutes: None

Resolved, the Minutes of the March 10th, 2022 Steering Committee Minutes were unanimously approved.

#### Messaging discussion: Sparkplug vs OPC UA

Mike Milinkovich joined the meeting to ask the question of how the group would like to market and have the messaging around Sparkplug vs OPC UA.

Mike liked Ian's idea of positioning this as the modern spec for solving modern problems and IIoT. Really focus on brevity, simplicity, interoperability, security and data.

Frederic will share recording of this meeting, as well as the recording of the Community Meeting webinar and slides with Mike and whoever else on the Eclipse team that will be drafting the press release.

#### Q1 Community Meeting post mortem

The members all felt overall happy with the community meeting. Some takeaway suggestions for future webinar is to target a new audience as the people that attended this community webinar are the same group that we are seeing consistently join these conversations. We need to start getting messaging out there on why Sparkplug is important from a hardware, software, and End User perspective to get more people involved. We should start brainstorming new venues to get outside of the developer community to be able to spread the word.

Some ideas that came from this meeting would be to possibly have a Sparkplug dinner after the ARC event and discovery day. Where the members could invite these executives to dinner and then do a 15-20 min presentation where there's networking and conversations following during the dinner. The other idea that came up is to have a booth at ARC or join ARC somehow. Frederic is willing to reach out to Kristine's contacts at ARC to ask them about this.