

Universal Flash Storage Association, Inc.
Board of Directors Meeting
11 September 2011
Chicago, Illinois
Minutes

Time: 9:20 AM

Minutes recorded by: Lisa Rhoden

Approved by: Mian Quddus

NEXT UFSA BoD meeting:

Sunday, December 4, 2011

9:00 AM – 5:00 PM

The Westin San Diego

San Diego, CA

INTERIM MEETING:

Thursday, October 6, 2011

9:00 AM – 5:00 PM

San Jose, CA (specific location to be determined later)

I. Attendees

Agilent:	Perry Keller	perry_keller@agilent.com
Hynix:	SeungMin Oh	seungmin.oh@hynix.com
Micron:	Victor Tsai	vtsai@micron.com
	John Goldman	jgoldman@lexar.com
	Jonathan Hubert	jhubert@lexar.com
Samsung:	Mian Quddus	mquddus@ssi.samsung.com
	Sung Hoon Lee	sunghoon429.lee@samsung.com
	Heechang Cho	steve.cho@samsung.com (GUEST)
	Seungyong Shin	ssyy.shin@samsung.com (GUEST)
UFSA:	Lisa Rhoden	lisa@universalfash.org

II. The Board discussed having an awareness of anti-trust issues at the BoD meetings.

ACTION #1: Lisa to ask about using JEDEC's anti-trust statement to read at every meeting. Due: October 1

- III. Introductions were made. Two guests from Samsung were present at the beginning of the meeting to make a special presentation. (see names above)
- IV. A quorum was met: there were 4 attending companies, and a quorum requires 4 attending companies.
- V. The Agenda was modified to add the special presentation from Samsung and rearrange the order of several items.

ACTION #2: Lisa Rhoden to add a permanent Agenda item called "Recommendations for the Next Spec". Due: December 4

- VI. MOTION: The minutes from the June 25, 2011 meeting were unanimously approved by a motion from Samsung that was seconded by Micron.

MOTION: The minutes from the July 29, 2011 interim meeting were unanimously approved by a motion from Samsung that was seconded by Micron.

- VII. Samsung gave a demonstration of a "Virtual Platform" tool they have developed. The presentation was well received by the Board.

MOTION: Agilent made the motion that UFSA begin discussions with Samsung to license this technology and also encompass future developments and enhancements to the technology and to make it available to UFSA members, possibly under license agreement. The motion was seconded by Micron and passed unanimously.

ACTION #3: Perry Keller to represent UFSA in the negotiations with Samsung. Samsung will decide who will represent them.

VIII. Financial

- a. The Financial presentation containing the Balance Sheet, P&L, account balances, and the status of dues paid was shown (see attached). In the future, the YTD expenditures should be shown next to the budget.
- b. The Board agrees that the next period for the BoD membership dues will be January 1, 2012 – December 31, 2012.

ACTION #4: Lisa to send out BoD membership dues invoices that will be due 01/01/2012. AI Due: September 19

As Adopter and Contributor members join, they will be invoiced for a full year and their renewal date will be on the anniversary of their initial joining date. This can be changed later.

- c. Lisa reported that UFSA now has a Directors and Officers insurance policy. The invoice has not been received yet, but the policy does exist.
- d. Lisa reported that the Non-profit paperwork was filed with the IRS in early August. Their website says it takes at least five months to hear anything. If nothing has been heard by late January, Lisa will do more investigation.

- e. Lisa reported that the income tax return (“Information return” since UFSA is soon-to-be a non-profit) was filed.
 - f. The 2012 budget was not revised.
 - g. ACTION #5: Lisa to continue working on a way to import Calendar events (.ics file) from a Mac to a Windows machine. Possibly talk to the Genius Bar at the Apple Store. Another option is “MS Office 365” which is a cloud with a cost of \$6/mo/user. Due: October 1
- IX. The San Diego meeting will be Sunday, December 4th at The Westin San Diego. The Hong Kong meeting will be March 4th at a TBD location.
ACTION #6: Lisa find a location for the Hong Kong meeting since the JEDEC meeting is at the YMCA. Due: December 4.

In the future, we may uncouple the UFSA BoD meeting from the JEDEC meeting and have a multi-day meeting that includes Contributor members for part of it.

- X. Host Engagement Plans: The UFSA BoD road trip for October was reviewed and page 2 (“October Trip Planning”) of the spreadsheet updated. (see attachment) The Korea participants should plan to arrive in Korea on October 9th for meetings on the 10th.

ACTION #7: Perry to try and stir up China Mobile contacts for the UFSA BoD to visit during the October road trip.

ACTION #8: Lisa to act as a “hammer” to make sure progress is being made on setting up the various meetings and will set-up a conference call on September 19th with the BoD to discuss the progress.

ACTION #9: Perry to provide information to those doing workshop presentations on the JC64.5 status and activities and how it relates to getting UFS out the door. Due: September 20

ACTION #10,11,12: Sung Lee and Jonathan Hubert send their presentations to Victor Tsai and he will merge them into one coherent presentation for the BoD visits.

- XI. Device Driver Strategy

Several BoD members had a teleconference with MCCI on Friday and they had not made any progress on the four-page proposal they were going to present to UFSA.

ACTION #13: John Geldman to get back to MCCI so they can begin working on their proposal. Due: September 13

DataLight gave a presentation to John Geldman and John presented it at the BoD meeting. (see attached)

It is difficult to get a device driver company to commit to doing a driver without knowing if there will be a reference platform for them to use for testing.

ACTION #14: Sung Lee to notify his boss that UFSA wants to get work started on a device driver but needs a hardware platform to see if he has any possible solutions. Due: September 21.

Is there a single source willing to help develop a platform or drivers that wants early adopter advantage? Or do we go talk to all four or five?
{nVidia (Barry Wagner), Qualcomm (Hung), TI (Christophe), Samsung, STEricsson (Sophie Dumas)}

The device driver strategy should be revisited based on the results of the October host visit tour.

Tentatively plan an interim meeting on October 6th in San Jose to discuss the infrastructure pieces and further prepare for the Asia roadtrip.

XII. MOUs

ACTION #15: Perry Keller to send out a draft of a CESI and UFSA MOU to the BoD and give the BoD three days to review it. Due: September 16.

ACTION #16: Lisa to use the MIPI-JEDEC MOU as a model for a MIPI-UFSA MOU. The MIPI contact is Joel Huloux (Sophie Dumas' boss). Due: September 30.

XIII. Website

Dan Dawson provided a method to add users to the Members Only section of the website.

ACTION #17: Lisa to verify that the Members Only section of the website works and assign the BoD members and Allion (Adopter) logins. Due: September 23

ACTION #18: Lisa to verify that Jonathan Hubert's presentation is on the UFSA website, and if not, put it up there. Due: September 23

XIV. An outline for a pitch to be made at the BoD visits was generated. (see attached)

ACTION #19: Perry Keller will focus on #2 from the outline and give feedback in a week. Due: September 18

ACTION #20: Perry Keller will speak with Jim McGrath (TE) and Molex about getting the connector companies going on UFS. Due: September 18

XV. MOTION: Samsung made the motion to adjourn, seconded by Agilent, with no opposition at 5:25 PM.