



APACHECON
North America

State of the Feather

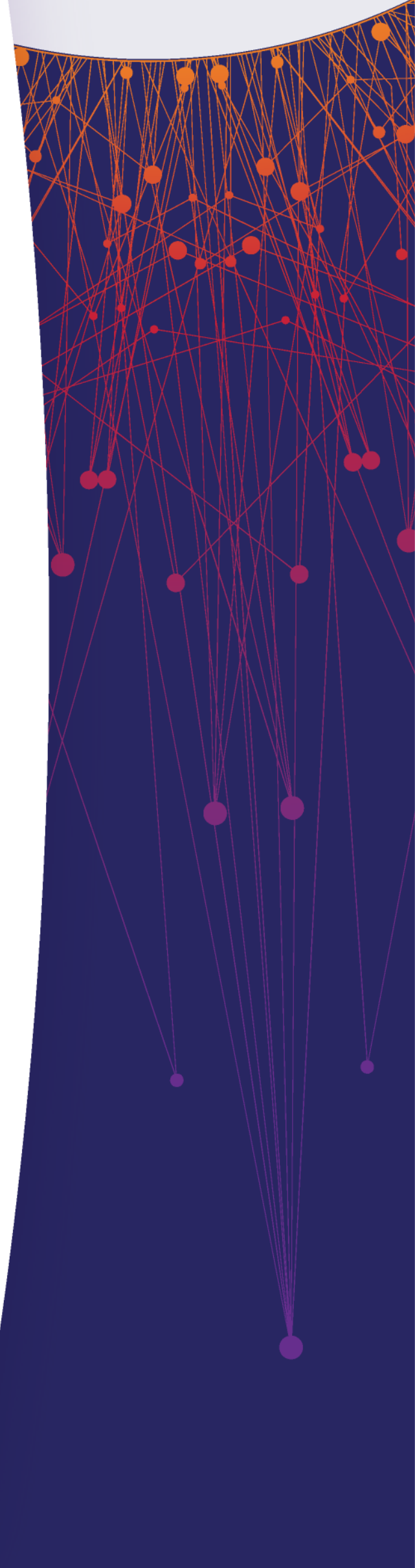
Sam Ruby, ASF President

9/10/2019 - 9/10/2019

Las Vegas

Welcome to ApacheCon NA

- Has it really been twenty years already?



Phones were different then



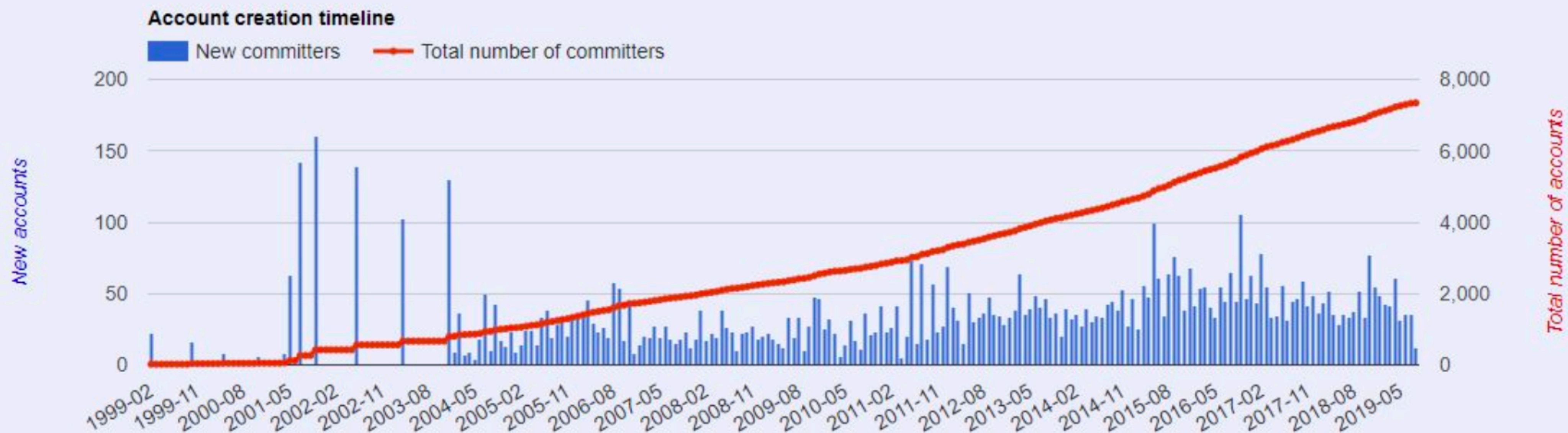
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We were a bit different then

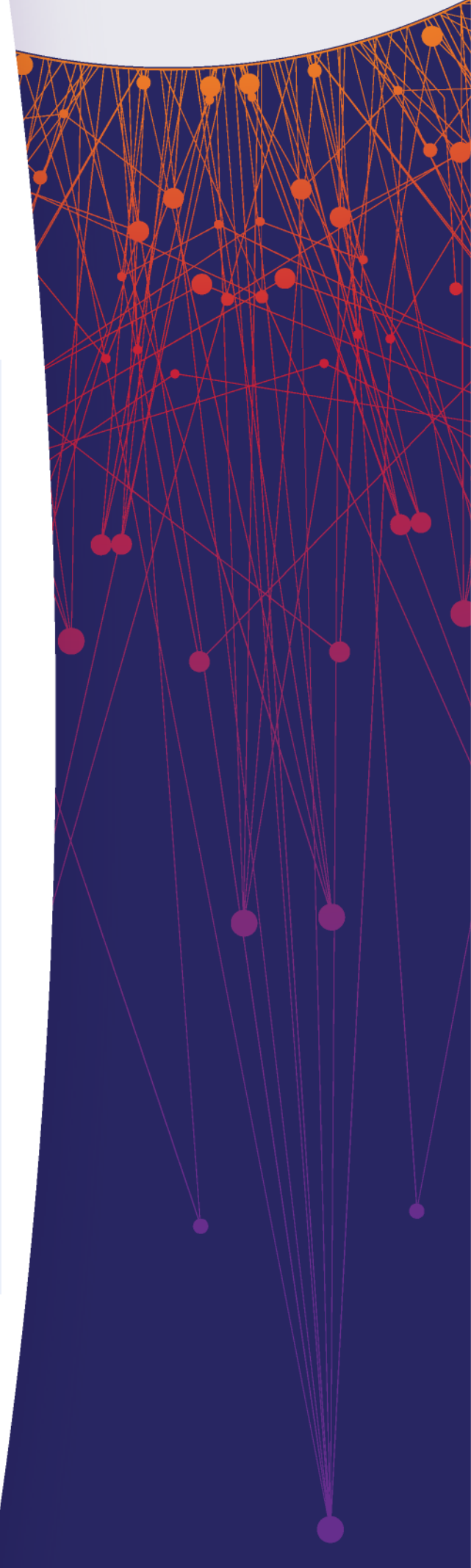
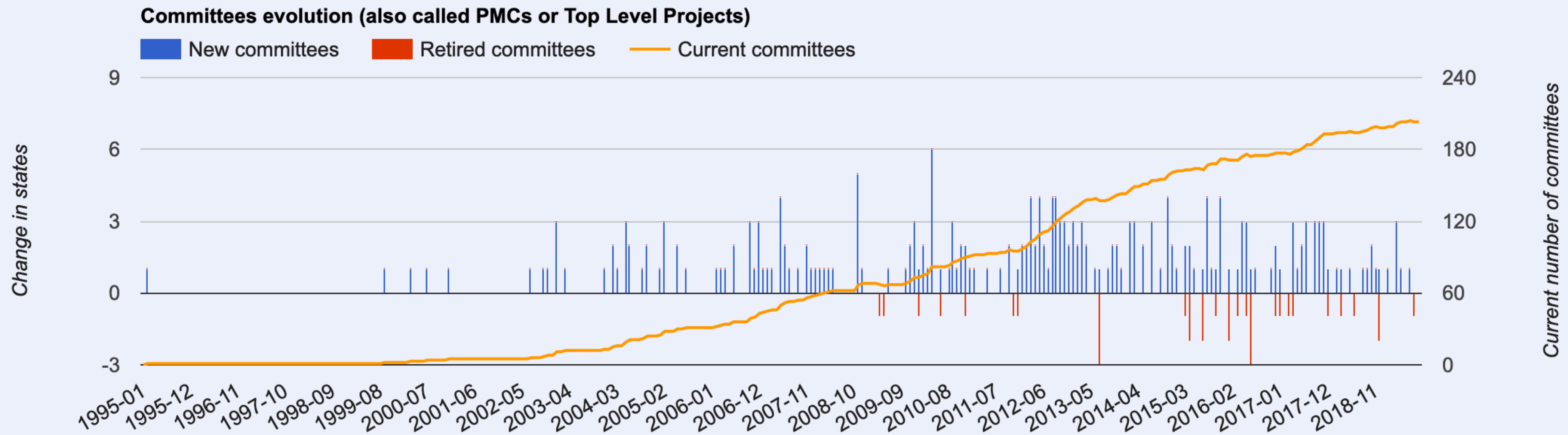


We've grown a bit since then

Timelines

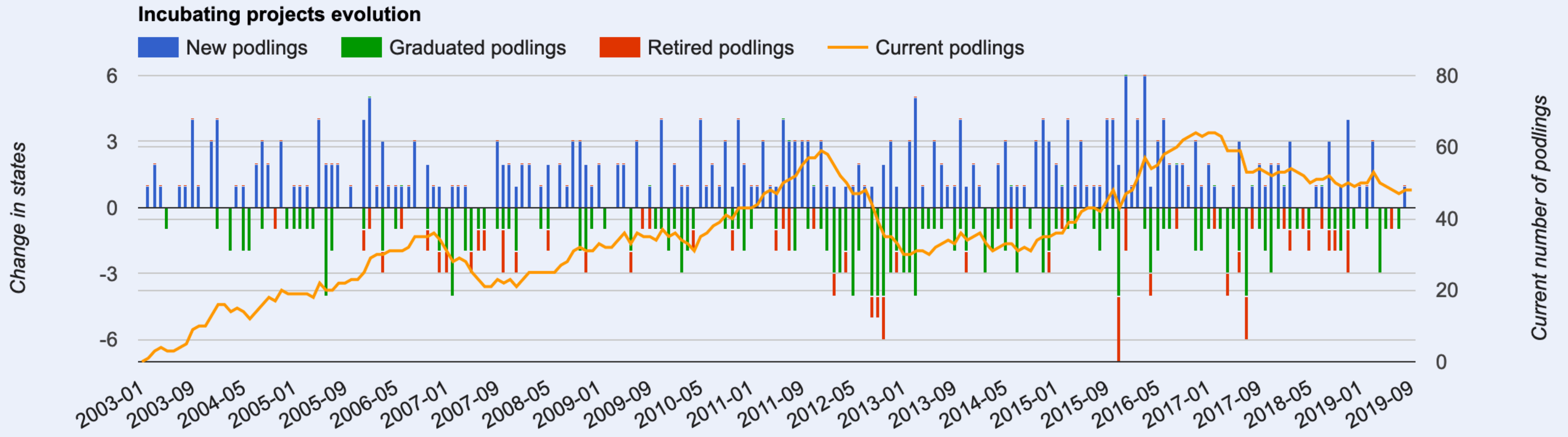


We've grown a bit since then





We have a strong pipeline

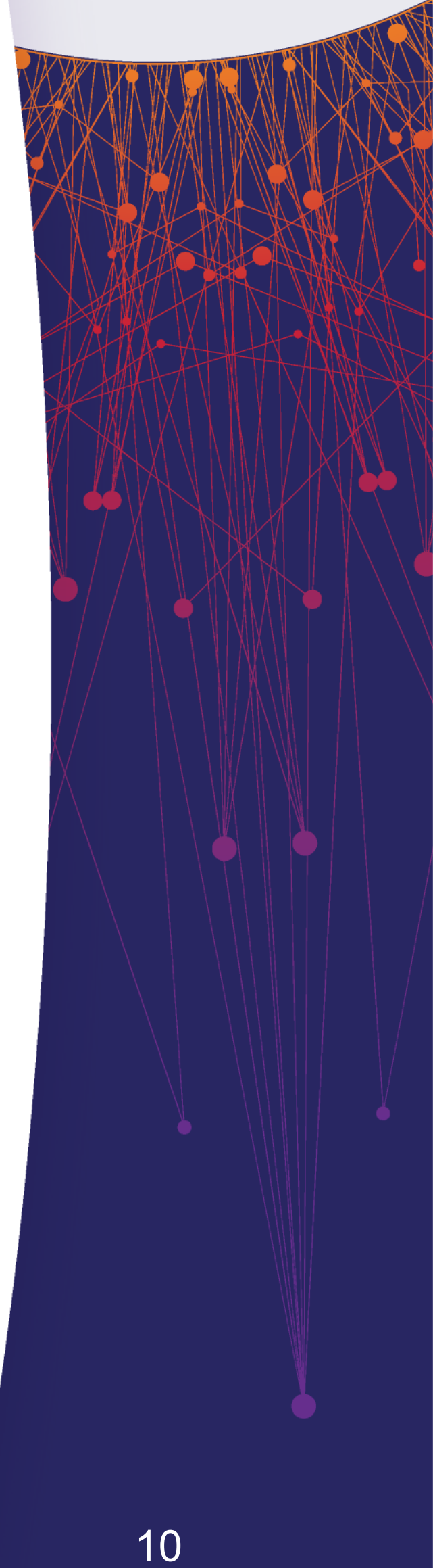


New projects

- OpenWhisk
- Dubbo
- PLC4X
- SkyWalking
- NetBeans
- Unomi
- Griffin

Statistics

- 7,036 Committers
- 765 Members
- 203 Committees managing 334 Projects
- 48 Incubating Podlings



Overall status

Apache Software Foundation continues to evolve, innovate, and lead by example — a testament to our principles that have brought us through the first 20 years. The impact of Apache project communities on the world has never been greater, and validates our well established and flourishing bottom-up, community-centric Open Source process.

What we mean by bottom-up

- 9 Directors are elected by the membership
 - The board does NOT set technical directions for projects
 - Approves new projects; oversees all projects and operations
 - No Director has any more ability to set policy than any other Director
- Members are nominated and elected by the membership
 - All ASF member votes have equal weight.
- PMC members and Committers are nominated and elected by projects
 - No one PMC member has any more say than any other PMC member as to when a release is made.

Organizational Structure

Fundraising

- Now employing a model of paid support to augment volunteers
- Established a Sponsor Ambassador program
- Formal Targeted Sponsorship program
- Event support

Infrastructure

- Automation of commonly requested work items:
<https://selfserve.apache.org/>
- “GitBox” service allows us to completely automate, authenticate, monitor, and mirror nearly 1,800 GitHub repositories.
- Evaluating CDN offerings to improve world-wide access

Community Development

- Held multiple roadshows
- Participated in external conferences
- Developed new contributor onboarding material
- Begun to explore how to recognize non-technical contributions
- GSoC – 14th consecutive year

Conferences

- Past year:
 - ApacheCon North America 2018, Montréal
 - Apache Roadshow Berlin
 - Apache Roadshow DC
 - Apache Roadshow Chicago
- Upcoming:
 - ApacheCon Europe, in Berlin

Travel Assistance

- 13 applicants were accepted for ApacheCon NA
- 17 applicants have been accepted for ApacheCon EU

Marketing and Publicity

- 26 Press Releases
- 96 Informal Announcements
- 480 Tweets
- 53.3K Twitter followers
- 157 LinkedIn posts
- 629.9K LinkedIn impressions
- 59 Media Queries
- 24,220 Media Clips on ASF
- 37,837 Media Clips on Apache projects and ApacheCon
- 15 Analyst Briefings and Queries
- 345 Analyst Reports
- 52 Apache News Round-Ups
- 3 Quarterly Reports/Operations Summaries
- [FY 2018 Annual Report](#)

Marketing and Publicity

- 20th Anniversary of The Apache Software Foundation
- The Apache Way to Sustainable Open Source Success
- Apache in 2018: By The Digits
- "Success at Apache"
- ASF Sponsor profiles: Bloomberg Leaseweb
- Giving Tuesday: Individual Giving campaign
- Project Perspectives: Apache RocketMQ and The Apache Way
- Launch of Central Services to expand support for creative and outreach projects
- Planning redesign of apachecon.com

Trademarks and Branding

- Processes requests to use Apache marks for events, merchandise and publications
- Legal support for Registration, Renewal, Assignment, and Infringement
- Notable this year: a number of organizations that created new software licenses based on the Apache License, Version 2.0. We worked with them to ensure that their licenses were correctly named.

Legal Affairs

- Sponsor put on US restricted entity list
- Export compliance procedures
- Incubator release policy
- DMCA registration
- General license questions
- Formal line of communication to our pro-bono counsel
- Interfacing with legal counterparts in other foundations
- Policies for modified licenses
- Reviewing contracts

Treasurer and Finance

- Five year plan
- Budget
 - Monthly we review budget vs actual
 - We are consistently under budget in terms of expenses, and consistently exceed our budget in terms of donations.
- Last year we passed our first ever audit
 - "unqualified"
- 990's and other financial records
- Board minutes, categorized

Diversity and Inclusion

- Survey Design
- Contributor Experience Research
- Outreachy

The need for Diversity

**"When all think alike,
then no one is
thinking."
Walter Lippman**

**"There are no original ideas, only original
people"
Barbara Grizzuti Harrison**

**"For good ideas and true innovation, you need
human interaction, conflict, argument, debate."
Margeret Heffernan**



APACHECON
NORTH AMERICA



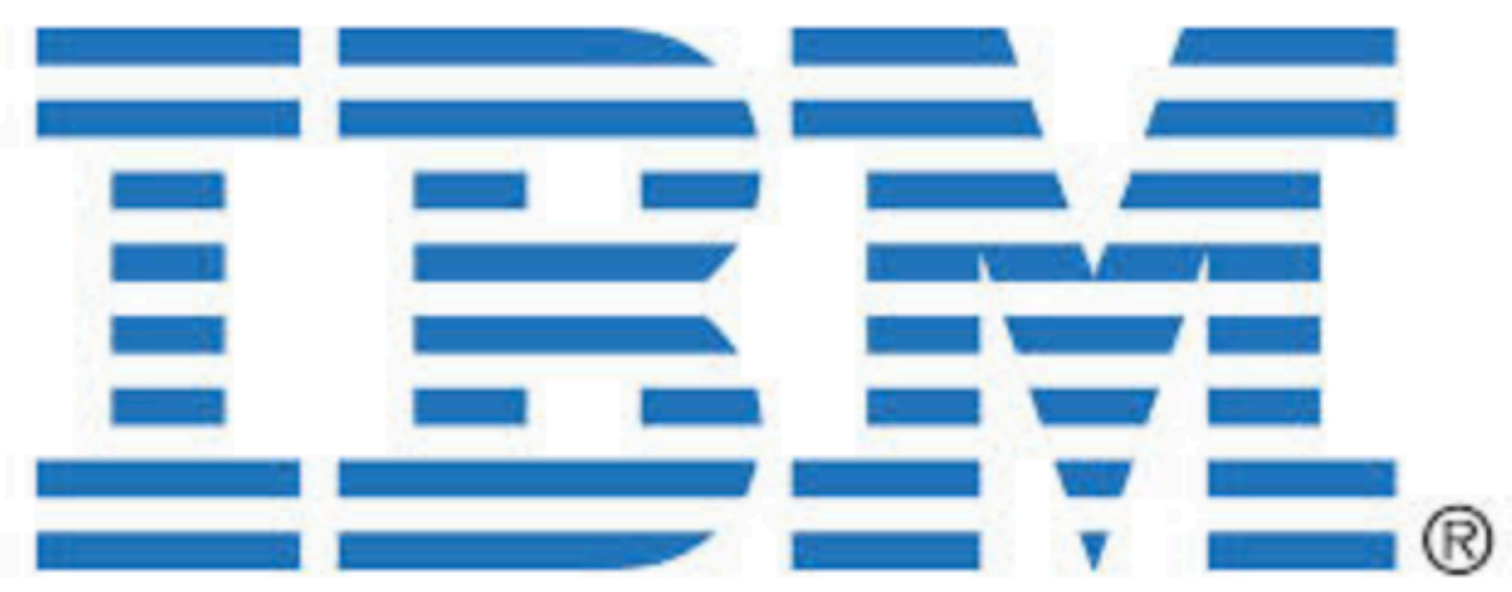
Worth Watching

- Ross Gardler's [2015 State of the Feather](#) (starting at 18:40)
- Gris Cueva's [The State of Diversity in Open Source & the ASF](#), Wednesday, 11th Sep, 11:00 - 11:50

Conference Sponsors

OUR SPONSORS AND PARTNERS

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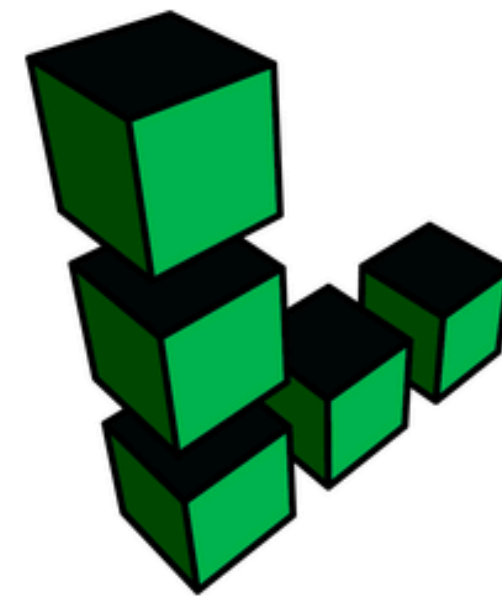
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Inspur



ODPi



Private Internet Access



Red Hat, Inc.



Target



TARGETED SPONSORS

ASF Targeted Sponsors provide the Foundation with contributions for specific activities or programs, such as donating cloud services, funding a project hackathon, providing legal services, offering a community member benefit, underwriting expenses for ApacheCon, or something entirely new. It's the Apache way of recognizing the sponsors that we rely on every day outside of and often in addition to funding our general operations.

TARGETED PLATINUM SPONSORS:



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OSU Open Source Labs



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Amazon Web Services



Hotwax Systems



Rackspace

More Information

Places to explore

- [Home Page](#)
- [Annual report](#)
- [Sponsorship](#) and [thanks](#)
- [Projects.apache.org](https://projects.apache.org)
- [@TheASF](#)

Community Links

- [Overview](#)
- [Conferences](#)
- [Summer of Code](#)
- [Getting Started](#)
- [The Apache Way](#)
- [Travel Assistance](#)
- [Get Involved](#)
- [Code of Conduct](#)
- [Community FAQ](#)
- [Memorials](#)

Innovation

- [Incubator](#)
- [Labs](#)
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- [Licensing FAQ](#)
- [Trademark Policy](#)
- [Contacts](#)

Tech Operations

- Developer Information
- Infrastructure
- Security
- Status
- Contacts

Press

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- [ASF News](#)
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APACHECON

North America

<https://s.apache.org/ACNA-2019-SotF>

Thank You!
@samruby
@TheASF