Old Business

- **Press Release for Ireland**
  - Jim to forward to marketing forum
  - Target Wednesday for review
  - Length?? Some concern that it may be too long? How can we shorten?
    - Reviewers please provide input by Wednesday.
- **TopCoder Challenge - next steps or drop this?**
  - Last chat with TopCoder - we proposed some ideas
  - Jim to connect with Jean Marie on what to do next? Seems to be stagnating.
- **Web Site - EdgeX 2.0 updates? China Website**
  - Updated the landing page for Ireland
    - Could possibly stand a review by community - Jim to provide a request to community via emailer
  - Banner on the page - put an Ireland themed image on the background
    - Ted/Andy to take with inputs on image by anyone with idea
  - Update IOTech or other companies on the web site (for English and Chinese)
    - Jim to post to marketing email forum
  - Draft pages of EdgeX Ready
    - Also need to be added to Chinese website
    - Ted to take getting these up on English site and send message to Melvin on Chinese site
- **Certification - EdgeX Ready (what remains and what's next)**
  - Web site material - what's holding up publishing of this? Nothing - ready to go
    - OK to publish (Ted to take the lead on getting draft published)
  - Acceptance and rejection letters - Rodney working
    - Working with LF on what we need to reference with regard to legal materials - work with Kendall Waters Perez
  - EdgeX Ready badge - two companies to get the initial badge (Intel/IOTech)
    - Rodney - Ted to cover
  - Jim / Rodney to discuss next steps EdgeX Ready and Certification
- **Adopter Series - fall presentations**
  - Advantech (Sept 14) & UST Global (unsure of date - Henry tracking)
EdgeX Foundry Outreach Working Group

- Page on website needs to be updated to show Advantech upcoming (Ted)
- Cancel recurring whole series; just have Sept 14th date for now - Jim

- Vertical Solutions / ORRA - what's next? NRF show?
  - Blog posts by participants for virtual NRF
  - Team is now focused on arch doc - publishing ver 1.0 (within the next week or so)
  - Demo - no specific event target at this time (present at LF Edge TAC)
    - Target ONE summit in October?

New Business

- Introduction of Michelle Jiang - Industrial /IoT group in Intel - covering for Camilo during assignment
  - Marketing lead for Edge Insights for Industrial
  - Based in SF but moving AZ

- Vertical Solutions
  - Industrial group - interest from China as well as organizations like Schneider, etc. How to start this effort (and other vertical groups - Jim has an idea).
    - EII (Bridget - Intel EII lead) - what a joint architecture would look like
    - China international industrial Fair (Sept) - Intel will be participating
    - Jim to coordinate with groups about how to proceed
  - AgStack - engaging and getting a target project going
  - Digital Twin - engaging and getting a target project going
  - LF Energy - interest from some adopters; Jim to reach out
  - With any of these, we need to make sure we show the core of EdgeX as part of any effort/demo

- Blog and Vlog
  - Vlog and Blog every other month
  - Homework assignment for the work group to bring topics for consideration to next meeting

- Hackathons
  - goal - virtual hackathon for early 2022 - English speakers (vertical?, needs, timeline, needs)
  - lessons we can learn from China Hackathons
  - Wide scope too difficult - should narrow the scope
  - Homework assignment for the working group to bring possible Hackathon focus/topics to next meeting

- Event schedule
  - target 2022
  - Which shows
  - How to make big impressions on re-emergence - new demo kit, speakers, etc.
  - Homework assignment for the working group to bring event targets to the next meeting