



April 2015



Newsletter

By Jerry Gipper, VITA Executive Director

Introduction

One of my goals when I became VITA's executive director was to communicate more frequently to the members. I intend to send out a monthly newsletter highlighting a few of the many things that are happening with VITA and our industry.

In this edition I will be introducing a new strategy for evangelizing VITA technologies, summarizing activities within the VSO, wrapping up Embedded Tech Trends 2015, and making a call for articles.

At the end of each newsletter will also be tips on how to make our new website tools more effective for each of you.

Please feel free to send me feedback on improvements that you would like to see.

Jerry

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VITA Technology Workshop

May 14, 2015

National Electronics Museum, Baltimore, MD

The past year we have been conducting more VITA Standards Organization (VSO) meetings in locations other than Phoenix, AZ. In discussions with several VITA members, it was suggested that we take advantage of this to get closer to the user community. It was suggested that we should consider conducting workshops in conjunction with some of the meetings since we already have a venue and the resources in place.

With that in mind, at the May VSO meeting in Baltimore, we will be conducting our first ever VITA Technology Workshop. The free workshop will be held on May 14 at the conclusion of the VSO meeting. Details and the agenda for the event are posted on the VITA home page and on the events calendar. This initial event is co-sponsored by Curtiss-Wright, Elma, and Mercury Systems.

We will evaluate the results of the May event to determine if we should consider doing this in other locations in conjunction with future VSO meetings.

Please help us spread the word of this free event in the Baltimore area.

Embedded Tech Trends

The 2015 edition of Embedded Tech Trends was held in January. We had 14 sponsors and 16 media representatives at the event with over 80 attendees for the two days. All of the presentations have been posted at [Embedded Tech Trends](#). Videos from the event are still in post-production but should be ready soon.



I have started researching for venues for 2016. I will have news on the location and dates available later this summer. If you are interested in participating in 2016, please contact me to get on the list as we have limited slots available.

This is a very powerful way of connecting with the media members that matter most to our industry. If you have never participated then you are missing out on an excellent opportunity to make these important connections and to establish your company as an innovator and thought leader.

VSO Update



We just wrapped up a very successful VSO (VITA Standards Organization) meeting in Melbourne, FL. Harris Corporation was our gracious host for this event. They provided an excellent venue and catering that made the meeting even better. This is traditionally one of our best attended VSO meetings each year. We look forward to returning next year.

If your company is not attending these meetings, you should consider joining us occasionally. These are excellent ways to influence the technology decisions that we make when developing new specifications. Even if you cannot be there physically, we offer WebEx participation for the entire event. If you do not attend, be sure to review the notes posted on the Workspace.VITA.com site.

Our next VSO meeting is May 13-14 in Baltimore, MD. Check the event calendar for details. We are also looking for hosts for upcoming VSO meetings.

Call for Articles

VITATECHNOLOGIES

As you may recall I am also the editorial director for VITA Technologies. We publish four issues each year exclusively focused on items related to VITA technologies. I am always looking for new material that would be of interest to readers developing products based on VITA technology. Please feel free to contact me to discuss opportunities. Download the [editorial calender](#) to get an idea of what I am working on this year. This is a fantastic way to showcase your companies innovation and thought leadership.

Website Tips

[VITA.com](#) is our traditional website that was upgraded in 2014 to provide membership management features. VITA now provides individual member login IDs and passwords making it easier for us to manage access. Each company has a company representative that is assigned the role of administrator. This site is used primarily for membership management and fees, event registration, marketing activities, and specification sales. Marketing and PR representatives should be sure to register for access.

[Workspace.VITA.com](#) is where the real work gets done. VITA is using Kavi Workspace, the recognized leading standards development and management tool in the industry. Each VITA member company is added to the database and individuals can register to get their own ID and password.

This is where the VSO working groups are established to develop and maintain our specifications. Anyone interested in participating should register to gain access. We also keep approved standards on this site so that they can be downloaded by the VITA members.

Tip: *Each individual is now able to manage their own profile on each of these sites. Please be sure to keep both profiles current. [VITA.com](#) was set up to use your email address as your ID and [Workspace.VITA.com](#) uses only the front part of your email address, however, you can access your profile and use whatever works best for you. You are also responsible for your own passwords. We have plenty of capacity for individual registrations so spread the word within your companies.*

Visit www.VITA.com/FAQ to learn more about our website.

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