Dear Storage Networking Industry Association (SNIA) Member,

As SNIA begins its 22<sup>nd</sup> year of service to the storage industry, we remain committed to responsively, proactively, and prudently manage the business activities of our Association, taking into account the continued vendor consolidation in the industry and other factors that naturally have an impact on our fiscal planning. As such, we are announcing a membership structure change and dues increase effective December 1, 2018 averaging less than 9% for the majority of Members.

SNIA dues have generally not been raised in over a decade (since 2007). We have increased our recruiting outreach and created membership category for start-up companies, continued to reduce our expenses, improved our collaboration tools and the efficiency of our operations, and have also adjusted our Staff structure in order to address our overall services/expense management objectives. SNIA has however operated at a loss for the past six consecutive years (financial report posted/attached), resulting in over $1 Million reduction of SNIA’s operating reserves.

The increase in membership dues, coupled with the expense reduction efforts are intended to also account for inflation/increase in operational costs over the past decade and get SNIA budget balanced and break-even in light of industry consolidation and dynamics. Revenue from Members enables your SNIA Board of Directors and Technical Council, supported by our Staff, to organize our core set of activities and our infrastructure, as well as other services that benefit the entire organization. This part of your organization is where the major SNIA standard development efforts are taking place, such as Persistent Memory, SNIA Swordfish™, and many others.

Member dues also enable SNIA to provide more programs and services even as our member company volunteers are increasingly pressured on their time availability for industry work. SNIA’s continuing expansion of programs, including the Storage Developer Conference to India and more recently to EMEA, has been well received and supports the Association’s educational and global reach mission. We are refreshing the snia.org website, improving our content for the industry and user communities, and enhancing Member access to Technical Work Groups (TWGs) and our Forums and Initiatives. And of course, our activities always offer the opportunity to get involved in new and existing TWGs.

As these programs require ongoing investment, SNIA must continue to evolve our infrastructure and other resources in order to provide membership benefits that will enhance and sustain your SNIA experience. This will also provide ways for you to leverage your membership with new programs, such as the newly created provisional Computational Storage TWG and the Strategic Alliances that SNIA has established and reinvigorated in the past year.

We appreciate your understanding and support of this necessary action. We will be sending renewal information to your company’s primary representative in the coming days. Do not hesitate to pass along your feedback or questions. Please direct specific account inquiries to membership@snia.org.

Thank you for your continued participation and contributions.

Best regards,

Michael Oros
Executive Director, SNIA