THE
APACHE®
SOFTWARE FOUNDATION
apache.org

ANNUAL REPORT

FY2018

01 May 2017 -
30 April 2018

THE APACHE® SOFTWARE FOUNDATION (ASF)

Open. Innovation. Community.
The Apache Way.

"The Apache Software Foundation's extraordinary contribution to the economic refactoring of software stacks seems to be gaining more momentum with every passing year..."
--Merv Adrian, Research Vice President, Information Management, Gartner

The world's largest Open Source foundation develops, incubates, and shepherds 300+ freely-available, enterprise-grade projects that serve as the backbone for some of the most visible and widely used applications in computing today --all at 100% no cost. Examples of the breadth of applications that are "Powered by Apache" include:

➔ 80M+ Websites that use the Apache HTTP Server;
➔ the 2.6-terabyte, Pulitzer Prize-winning Panama Papers investigation;
➔ tracking 42,750 daily flights at the US Federal Aviation Administration;
➔ 500+B daily event capture at Netflix;
➔ 4+B mobile device platforms worldwide;
➔ request processing at Facebook's 300-petabyte data warehouse;
➔ clouds for Apple, Disney, Huawei, Tata, and countless others; and
➔ content management across multi-mission, multi-instrument science data systems at NASA Jet Propulsion Laboratory.

The ASF's meritocratic processes serve as best practices widely embraced by organizations and individuals alike.

Apache is Open.
Apache is Innovation.
Apache is Community.

The Apache Way works.
The ASF Celebrates 19 Years of Open Source Leadership

CHAIRMAN'S REPORT
by Phil Steitz

We had another great year of growth and organizational development at The Apache Software Foundation in FY 2018. We continued to attract great new project communities and contributors at the same pace that we have sustained over the past several years. We voted in 51 new members at our annual meeting, acknowledging sustained commitment across a diverse array of projects. We welcomed 17 new project communities; 15 of which graduated from the Apache Incubator as Top-Level Projects (TLPs), and 2 entered the ASF as Top-Level Projects by meeting the rigorous requirements of the Apache Maturity Model that scrutinizes the projects' code, copyright, licenses, releases, community, consensus building, and independence, among other qualities. These project communities represent both continued growth in big data, machine learning and other emerging technologies as well as diversification into areas like remote desktop management, IoT, data governance, and activity stream processing. The ASF continues to be a great environment for diverse and innovative Open Source communities.

This year, Jim Jagielski decided not to stand for re-election to the Board of Directors, ending 19 years of continuous service on the ASF Board, and to the Apache community at-large for 23 years as an original member of the Apache Group. He remains active as a contributor, as a member, and as an educator and example for the many new contributors and communities joining the ASF. Chris Mattmann also chose not to stand for re-election this year, after 6 consecutive years of service on the Board. Like Jim, Chris remains active, continuing to serve as VP, Legal and joining Jim in helping inspire and educate our new community members. We thank them both for their service and ongoing contributions to the ASF.

The ASF continues to mature as an organization and to strengthen our finances so that we can effectively manage our growth. This year, we developed a 5-year strategic plan, based on the following objectives:

1. Ensure that the services that the ASF offers to project communities are clearly defined and can be reliably delivered in a manner that meets their expectations.

2. Improve our success for identifying, attracting, welcoming and developing "like-minded communities" that will be successful at the ASF.

3. Effectively scale our operations and governance processes in such a way that the ASF continues to be a light-process, light-governance, largely decentralized organization whose central operations serve projects in a manner consistent with the way PMCs are expected to serve their communities.

4. Ensure the financial soundness of the ASF over the term of the plan and establish the foundation for long-term stability.

The full plan covers all aspects of ASF operations and governance and is available on the ASF board website https://www.apache.org/board/plan.html . The 2019 budget, presented below, was informed by the plan.

We had a very good year financially in FY 2018, thanks to strong financial management in all operational areas under Sam Ruby's leadership and the continued generosity of our sponsors. The details are presented below. As we begin FY 2019, we are in very good shape financially, organizationally and as a locus of open source software innovation.

PRESIDENT'S REPORT
by Sam Ruby

Last year at this time we had 182 top level communities and now we have 188, so we are growing at a manageable rate of one new community every other month.

Each of our operational areas - Brand Management, Fundraising, Marketing and Publicity, Infrastructure, Conferences, and Travel Assistance – is supported by professional staff overseen by appointed ASF Members. Sadly, we had to let our Executive Assistant go. Over time, particularly now that we have Virtual in place, the demand for this role has diminished. This cost savings will allow us to invest in other areas.

We had role rotations in three areas: Mark Thomas replacing Shane Curcuru for Brand Management, Kevin McGrail replacing Hadrian Zbarcea in Fundraising, and Gavin McDonald replacing Melissa Warnkin in Travel Assistance. Rotation brings fresh energy and avoids volunteer burnout.

We have brought our conference activities in house. Our infrastructure is migrating the other way - from Apache-owned hardware to the cloud.

For the 2018 calendar year, we are working to produce three events: ApacheCon 2018 North America in Montreal in September, the Apache 2018 EU Roadshow in Berlin in June and the Apache 2018 US Roadshow in Washington, DC in October. We will once again be providing travel assistance starting with ACNA.

Our infrastructure team has continued to maintain outstanding up time, and our Marketing and Publicity team continues to pump out press releases, stomp out fires, and maintain high touch with our top tier of sponsors.

We launched our targeted sponsorship program. Targeted sponsors help the foundation by providing support for specific parts of the foundation whether it be donating cloud services, funding a project hackathon, providing legal services, donating a member benefit 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.

For the second time, we created a five year projection, and are making progress towards becoming sustainable. We are now investing significantly more in Fundraising, Marketing and Publicity, and Conferences. These teams are now working closer together than ever before.

We continue to track budget to actuals. Our expenses are under control - with each functional area coming in at or below budget. Our income matches this closely - the

previous year we ran a small deficit, this year we had a surplus. This is not counting a generous one time donation by the Pineapple Fund that has substantially helped our cash reserves.

We completed and passed our first ever financial audit - unqualified.

Our projects continue to remain an all-volunteer effort. These volunteers go well beyond simply contributing code to a codebase. They build sustainable communities that build software that is deployed the range from the smallest portable device to largest data centers on the planet. We continue to set strategy from the bottom up. Project direction is set by those who show up and contribute, be it code, tests, documentation, or simply answering questions on mailing lists. Free to pursue strategies independent of any vendor's interests.

These values have remained consistent over our 19+ year history as a Foundation.

TREASURER'S REPORT
by Ulrich Stärk

In my second year as Treasurer with Kevin A. McGrail and Virtual's assistance we have been able to accomplish the following:

➔ The foundation is in excellent fiscal shape with all tax forms filed. Latest public filings Latest public filings can be found at http://www.apache.org/foundation/records/ .
NOTE: The FY2017-2018 public filings should be available as soon pending IRS sending them via Guidestar. See https://www.guidestar.org/profile/47-0825376

➔ We have continued producing Quarterly financial reports, working with the President and Virtual to get them in a timely manner to Sally Khudairi, V.P. of Marketing and Media, for publication.

➔ Board and V.P. Fundraising are continuing discussions and tasks to ensure the existence and continued growth of the foundation.

➔ With Kevin's determined pursuit of an economical conversion process we have converted all of the Pineapple donation from Bitcoin netting just under $900K to further ensure the Foundation's continued growth. We have set this up as a temporary restricted liability until the Board and Treasurer have decided how to proceed with these funds.

➔ During this past year the Foundation went through its first ever financial audit and received a "clean" and "unqualified" opinion from the outside auditors which is the best result of an audit possible.

➔ We have moved the majority of our cash from money market accounts with an FDIC limit on insurance to a CDARS account at Boston Private which provides FDIC insurance for the full amount. The funds are invested in certificates of deposit through various banks with variable terms so that liquidity is always ensured.

➔ Profit & Loss for FY2017-2018 $548,630

FINANCIAL STATEMENT

	ASF	Apr 30, 18
ASSETS		
Current Assets		
Checking/Savings		
Boston Private Checking Account		2,250,000.00
Citizens Money Market		965,655.07
Citizens Checking		-252,468.91
Paypal - ASF		1,238.60
Total Checking/Savings		2,964,424.76
Accounts Receivable		
Accounts Receivable		165,809.19
Total Accounts Receivable		165,809.19
Other Current Assets		
Prepaid Expenses		12,825.08
Total Other Current Assets		12,825.08
Total Current Assets		3,143,059.03
Other Assets		
Acc Depreciation- Equipment		-124,589.80
Computer Equipment		132,825.66
Security Deposits Asset		22,500.00
Total Other Assets		30,735.86
TOTAL ASSETS		3,173,794.89
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable		47,247.47
Total Accounts Payable		47,247.47
Other Current Liabilities		
Pinapple donation		892,881.67
Deferred Revenue		
Deferred Sponsorship Revenue		18,000.00
Total Deferred Revenue		18,000.00
Total Other Current Liabilities		910,881.67
Total Current Liabilities		958,129.14
Total Liabilities		958,129.14
Equity		
Opening Balance Equity		1,570,838.20
Retained Earnings		514,433.47
Net Income		130,394.08
Total Equity		2,215,665.75
TOTAL LIABILITIES & EQUITY		3,173,794.89

FUNDRAISING

by Kevin A. McGrail

As always, we would like to start our fundraising report by thanking our sponsors for their continued support. As a 501(c)(3) charity, our sponsors are our sole source of funding. We could not do it without them!

For fiscal year 2018, thanks to our generous sponsors, we finished with a positive net income and raised 150% of our goals. We also benefited from an additional large donation that netted just under $900K from the Pineapple Fund which opened up the ability to explore endowments for the long-term viability of the Apache Software Foundation.

In fact, this year has been all about bringing new ideas to the sponsorship program.

In the first quarter, the ASF Fundraising team welcomed Kevin A. McGrail to the role of VP Fundraising after he worked to launch our individual sponsor program with Hopsie in his role as Assistant Treasurer. After brainstorming ideas at two face to face meetings, we identified a lot of points where we could improve things and set ambitious goals for the year.

In the second quarter, we worked to refine our Targeted Sponsorship program that recognizes sponsors who support us in ways beyond normal sponsorship. Donated software, credits for cloud servers, graphical work, travel assistance, legal support and more!

We also looked at creating a closely related company to help the Apache Software Foundation do things outside of our 501(c)(3) and support the foundation. We decided against doing so but it was a valuable exercise.

In the third quarter, we launched our new Thanks page including Targeted Sponsorship. We also began heavily working on three Apache events for 2018: ApacheCon 2018 North America in Montreal in September, the Apache 2018 EU Roadshow in Berlin in June and the Apache 2018 US Roadshow in Washington, DC in October.

The DC Roadshow is one of the first, if not the first event that we are looking to provide a career fair at the same time as we have a day long track on Open Source!

Visit https://apachecon.com for more information. We hope to see you at one if not all of the events.

Finally, we increased our sponsorship rates for the first time in our 18 year history.

In the fourth quarter, we began working on the concept of an endowment in earnest which continues with lots of debate. Looking back over the whole year, we had a lot of small but important news:

We added routine committee meetings.

We were chosen by Amazon for early access to Alexa Donations with Amazon Pay ("Make a donation to the Apache Software Foundation").

We began asking for multi-year commitments to bring more stability to operations.

We grew the ambassador program to make sure our sponsors each have a contact to improve two-way communications.

We expanded our work with Virtual to continue improving our operations, fundraising, and accounting. This has been a wonderful partnership that we are working to expand again further.

We completed our first ever audit with an unqualified status and brought our Guidestar profile up to Gold status.

And finally, to recognize our "Apache Family", we want to recognize the support of the following sponsors:

8 Platinum Sponsors: Cloudera, Comcast, Facebook, Google, LeaseWeb, Microsoft, Oath, and the Pineapple Fund.

9 Gold Sponsors: Anonymous (we know who you are!), ARM, Bloomberg, Hortonworks, Huawei, IBM, Indeed, ODPi, and Pivotal.

8 Silver Sponsors: Aetna, Budget Direct, Capital One, Cerner, Inspur, Private Internet Access, Red Hat, Target, and Union Investment.

14 Bronze Sponsors: Airport Rentals, The Blog Starter, Casino Bonus, Bookmakers, Casino2k, Emerio, HostChecka.com, HostingAdvice.com, HostPapa Web Hosting, The Linux Foundation, Mobile Slots, SCAMS.info, Site Builder Report, Twitter, and Web Hosting Secret Revealed.

- and -

4 Platinum Targeted Sponsors: Microsoft, Oath, OSU Open Source Labs, and Sonatype.

5 Gold Targeted Sponsors: Atlassian, The CrytpoFund, Datadog, PhoenixNAP & Quenda.

3 Silver Targeted Sponsors: Amazon Web Services, Hotwax Systems & Rackspace.

11 Bronze Targeted Sponsors: Assembla, Bintray, Education Networks of America, Google, Hopsie, No-IP, PagerDuty, Peregrine Computer Consultants Corporation, Sonic.net, SURFnet & Virtru.

And last but not least, our 2018 event sponsors: Amazon, CloudOps, Comcast, GridGain, IBM, Linode, Red Hat, ShapeBlue & Talener. Thank you!

As we head towards our 20th anniversary, we welcome Daniel Ruggeri as a co-VP of Fundraising. Together we want to express our thanks to our very generous Sponsors who are crucial to the Apache Software Foundation's success!

Thank you, thank you, thank you.

PLATINUM SPONSORS:

cloudera

Cloudera

COMCAST

Comcast

facebook

Facebook

Google

Google

leaseweb
reliable hosting

LeaseWeb

Oath:
A Verizon company

Oath

Microsoft®

Microsoft

Pineapple Fund

Pineapple Fund

GOLD SPONSORS:

Anonymous

ARM

Bloomberg

Hortonworks

Huawei

IBM

Indeed

ODPi

Pivotal

SILVER SPONSORS:

Aetna

Budget Direct

Capital One

Cerner

Inspur

Private Internet Access

Red Hat, Inc.

Target

Union Investment

BRONZE SPONSORS:

Airport Rentals   The Blog Starter   Bookmakers   Casino Bonus   Casino2k   Cloudsoft

Emerio   HostChecka.com   HostingAdvice.com   HostPapa Web Hosting   The Linux Foundation   Mobile Slots

SCAMS.info   Site Builder Report   Twitter   Web Hosting Secret Revealed

TARGETED PLATINUM SPONSORS:

Sonatype

Microsoft

DLA Piper

Oath

OSU Open Source Labs

TARGETED GOLD SPONSORS:

Atlassian

The CrytpoFund

Datadog

PhoenixNAP

Quenda

TARGETED SILVER SPONSORS:

Amazon Web Services

Hotwax Systems

Rackspace

TARGETED BRONZE SPONSORS:

Assembla   Bintray   Education Networks of America   Google   Hopsie

No-IP   PagerDuty   Peregrine Computer Consultants Corporation   Sonic.net   SURFnet

Virtru

INFRASTRUCTURE
by David Nalley

The past year has seen great progress and growth for the Apache Software Foundation, and the Infrastructure Team has continued to match the increased needs of its communities and projects. From build clusters to virtual machines, the amount of infrastructure continues to grow. Overall, uptime and availability has surpassed our goals.

In May 2017, our team attended ApacheCon North America 2017, held in Miami, Florida. This provided a great way for the team to work in-person, to build the social bonds of a great team, and to meet other Infrastructure volunteers and people from the many communities at the Foundation. We are currently planning to attend ApacheCon 2018 in Montreal, to again spend time with each other and the larger Apache community.

New Services

The team has developed new tooling for "self serve" of many typical requests from the communities, thus reducing the workload and improving determinism and insight into the changes. Additionally, the Apache Whimsy team has developed and extended its tool to provide and simplify many workflows within the Foundation. These changes have reduced errors, improved response time, and streamlined processes.

In our last year's report, we mentioned our "GitBox" service which allows communities to focus their source control at GitHub. This service has expanded and improved greatly over the past year, and the Infrastructure team has been welcoming all git-based projects to switch to this new workflow/tooling. It is expected that we'll deprecate our internal git tooling during FY19, in favor of complete migration to the GitBox toolset.

Our primary web servers have gone through a lot of growth, and we have been revisiting their provisioning, load, and capacity planning. Part of that work was to split our mirror network source, from the Web servers to a new, dedicated machine. Our mirrors are now running more smoothly, and are no longer creating I/O congestion on our primary Web servers. In addition, we've revisited and simplified how we stand up and (re)build our Web server, as we deployed two new instances to operate our Web sites.

Service Improvements

The past year has seen large improvements in our build systems (Jenkins and Buildbot), upgrades to key tools (Jira and Confluence), and a rethinking and

redeployment of our underlying LDAP account system. With these changes, we've improved support for our communities and are setting the stage for the Foundation's future growth.

One area that we've considered high priority for a while, has been migrating from Apache-owned hardware over to cloud-provisioned systems. This reduces our risks around hardware failure (we have seen many disk failures over the years), and speeds up our provisioning of new services. One particular win, was to move our mail archive
services to the cloud, allowing us to turn off two machines that had been in service for eight and ten years.

We have also consolidated our domains, much of our DNS provisioning, and certificate management with a single provider. This has reduced our costs and, through its API, enhanced our ability to service the Apache communities.

Our monitoring of all these services has gone through a number of enhancements and refinements, over the past year. We have hundreds of monitors observing our services, virtual machines, and networks. Much of our monitoring infrastructure is outsourced, to deal with multi-point testing, network availability, paging, escalation, and presentation of our status to the community.

PROJECTS AND CODE

There are more than 350+ projects and initiatives at the ASF:

➔ Apache Top-Level Projects --194 committees managing 319 projects and sub-projects; 16 of which are newly-graduated Top-Level Projects;

➔ Incubating podlings --54 projects are currently undergoing development in the Apache Incubator; 3 were retired.
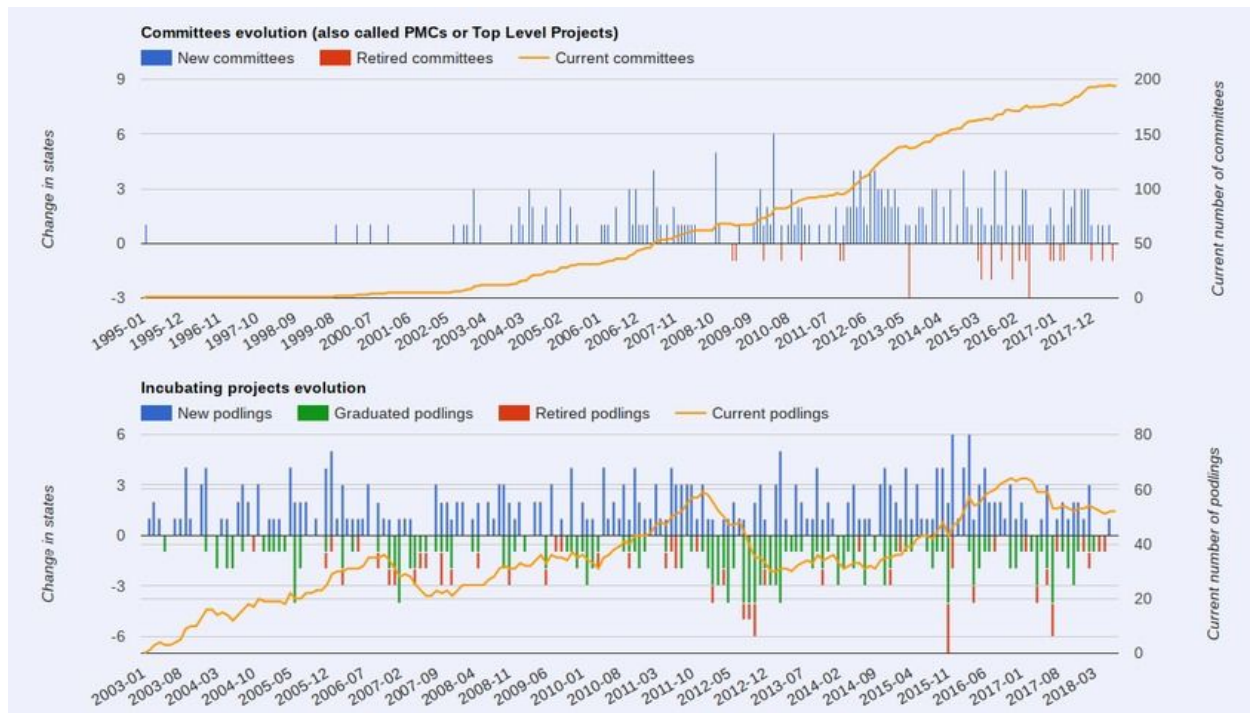

A Project Management Committee (PMC) guides each Apache Project's day-to-day operations, including community development and product releases.

Highlights:

➔ continued guardianship of 190M+ lines of code in the Apache repositories;
➔ 9M+ source code downloads from Apache mirrors (excl. convenience binaries);
➔ 1,543 git repositories, containing ~75GB of code and repository history;
➔ Web requests received from every Internet-connected country on the planet;
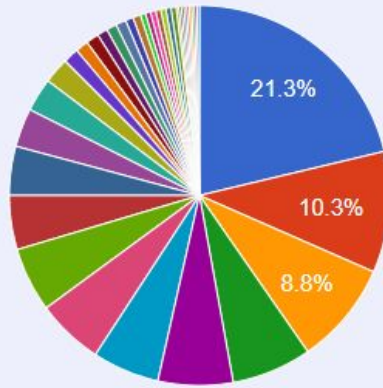➔ 35M page views per week across apache.org.
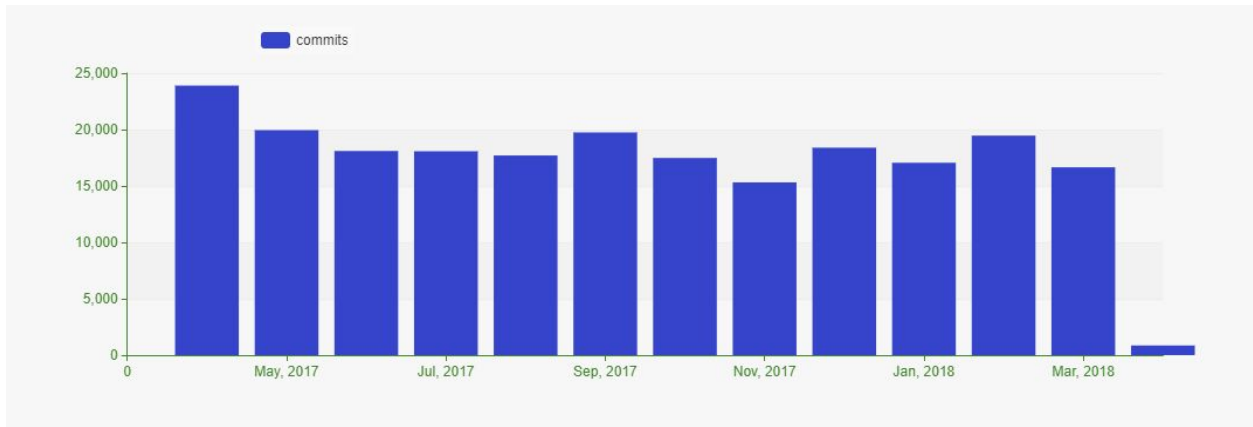
Project Activity

Language distribution
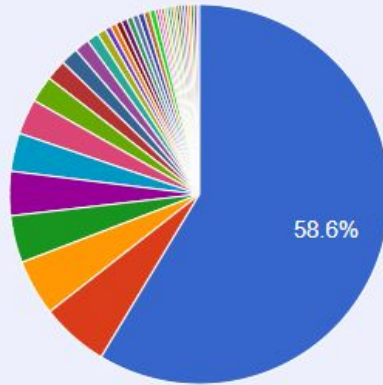
- Java — 58.6%
- C
- Python
- C++
- JavaScript
- Scala
- C#
- Perl
- Ruby

Categories

- library — 21.3%
- big-data — 10.3%
- network-server — 8.8%
- xml
- retired
- web-framework
- network-client
- database
- build-management
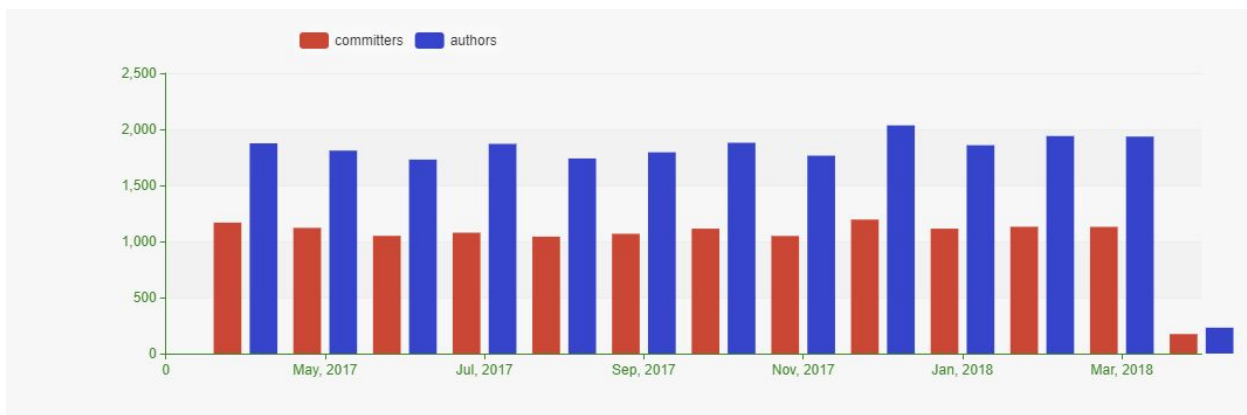
THE APACHE® SOFTWARE FOUNDATION
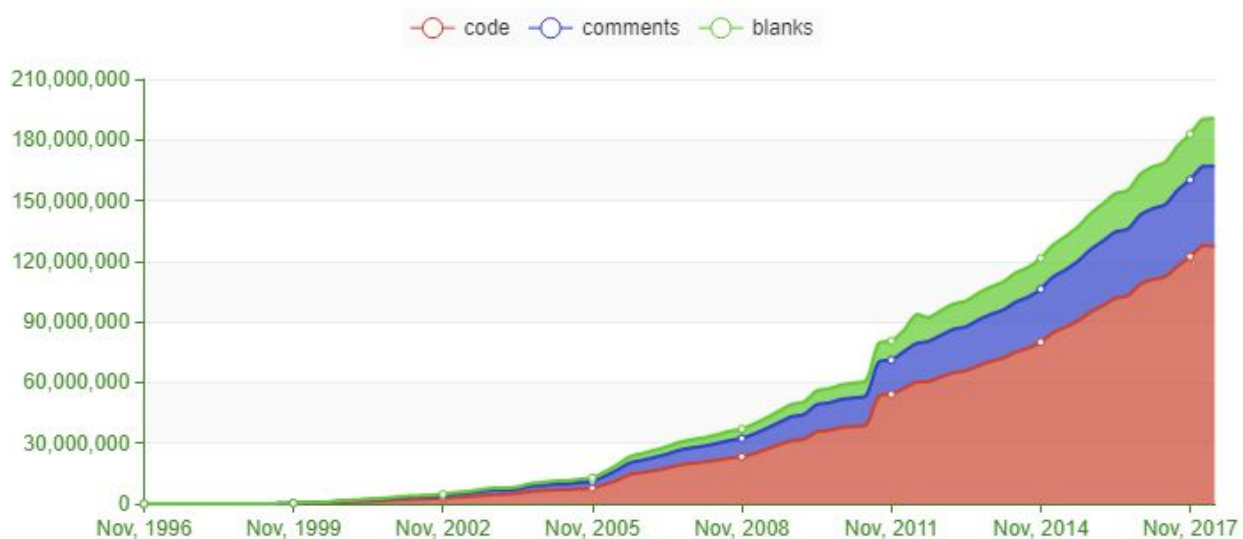http://www.apache.org/

Commit History

Lines Changed

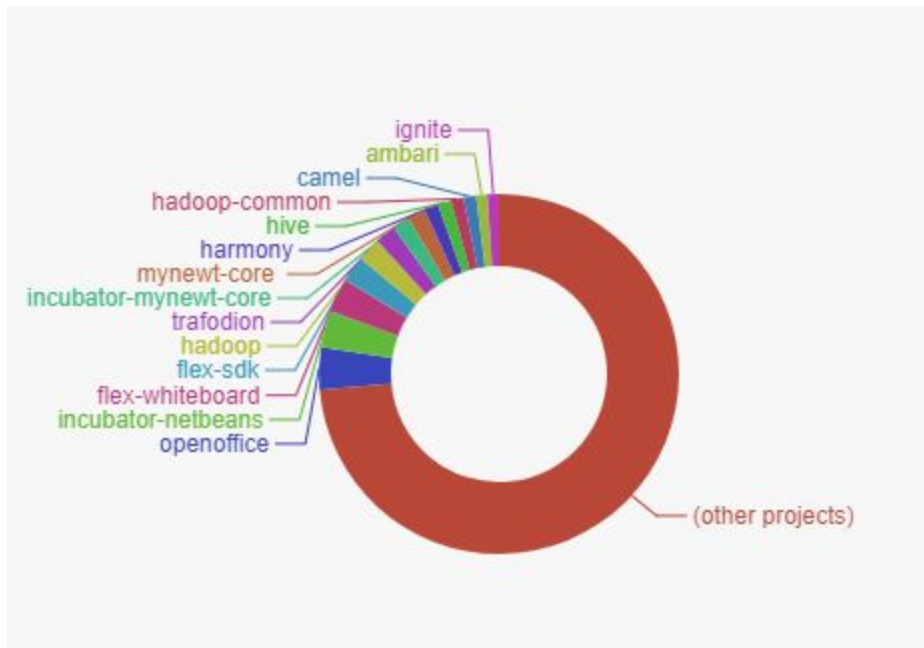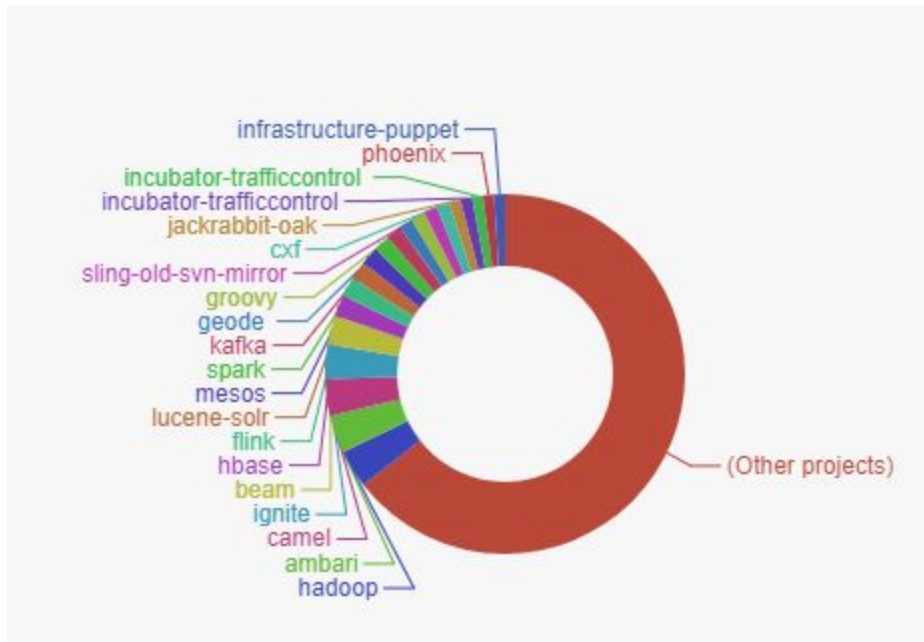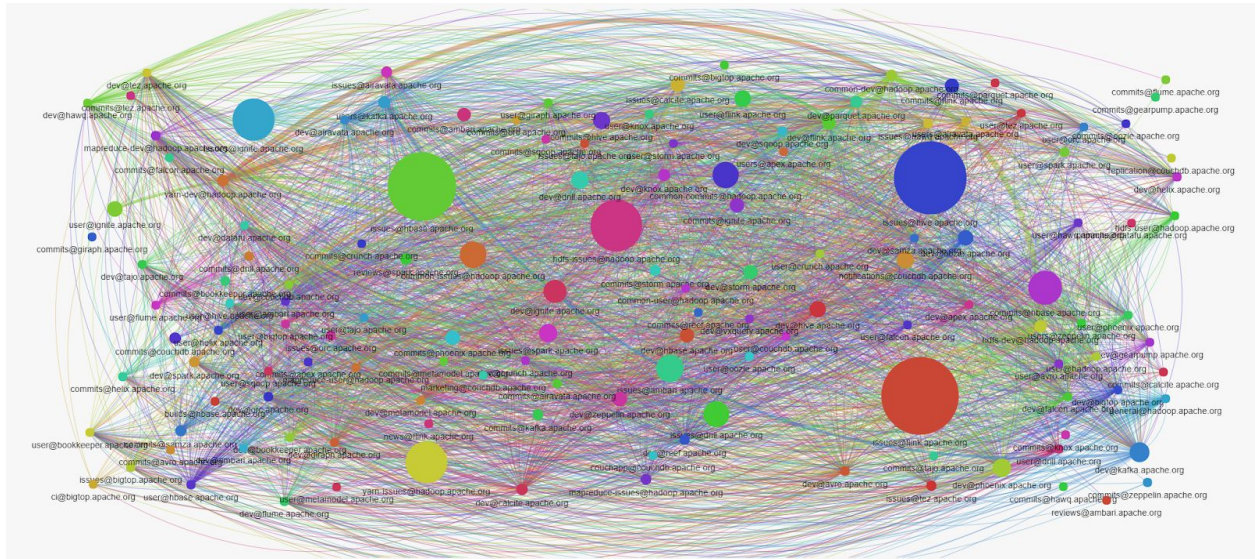# Active Developers Per Month

Code Evolution

Top Repositories by Size

Top Repositories by Commits

APACHE CODE ANALYSIS

ASF contributors have added $624,946,835 worth of code over the past fiscal year. This is the value of the 8,376,918 lines added to 1,543 project repositories.

The biggest performer over the past fiscal year was Apache Mynewt, the embedded operating system for building, deploying, and securely managing billions of devices https://mynewt.apache.org/ . Apache Mynewt contributors added $61,769,063 worth of code in this period to their core component alone.

[Valuation methodology detailed at https://blog.quenda.co/posts/the-value-of-apache-code-using-free-software]

Project Relationships --All Apache Projects

Project Relationships --Apache Big Data Projects

Project Relationships --Apache Cloud Projects

Project Relationships --Apache Database Projects

Project Relationships --Apache Web Frameworks Projects
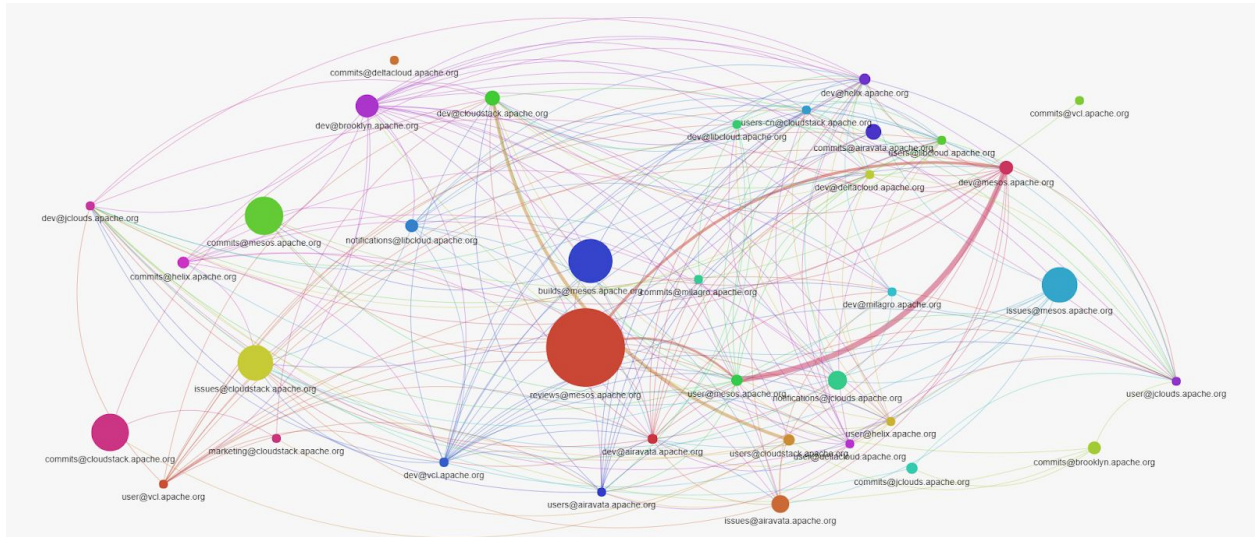
CONTRIBUTIONS

Code for all Apache projects is written by more than 6,700 volunteer individuals and employees of corporations across six continents and contributed to the ASF at no cost. The ASF is governed by the community it most directly serves —the people collaborating within its projects.

➔ 3,280 Committers
➔ 71,186,324 lines of code changed
➔ 222,684 code commits

All individuals who are granted write access to the Apache repositories must submit an Individual Contributor License Agreement (ICLA). Corporations that have assigned employees to work on Apache projects as part of an employment agreement may sign a Corporate CLA (CCLA) for contributing intellectual property via the corporation. Individuals or corporations donating a body of existing software or documentation to one of the Apache projects need to execute a formal Software Grant Agreement (SGA) with the ASF.

During FY2018, the ASF Secretary processed:

➔ 942 ICLAs
➔ 41 CCLAs
➔ 22 Software Grants

Top Contributors

Claus Ibsen [filter]
2,585 commits during this period.
383,316 lines changed (273,736 insertions, 109,580 deletions).

Andrea Cosentino [filter]
2,397 commits during this period.
252,432 lines changed (178,442 insertions, 73,990 deletions).

Jean-Baptiste Onofré [filter]
2,309 commits during this period.
1,666,433 lines changed (644,903 insertions, 1,021,530 deletions).

Mark Thomas [filter]
2,070 commits during this period.
141,488 lines changed (83,968 insertions, 57,520 deletions).

Oliver Lietz [filter]
1,924 commits during this period.
51,362 lines changed (26,994 insertions, 24,368 deletions).

Impala Public Jenkins [filter]
1,876 commits during this period.
785,412 lines changed (524,168 insertions, 261,244 deletions).

Colm O hEigeartaigh [filter]
1,801 commits during this period.
236,684 lines changed (138,873 insertions, 97,811 deletions).

Semen Boikov [filter]
1,612 commits during this period.
652,132 lines changed (448,430 insertions, 203,702 deletions).

Robert Munteanu [filter]
1,539 commits during this period.
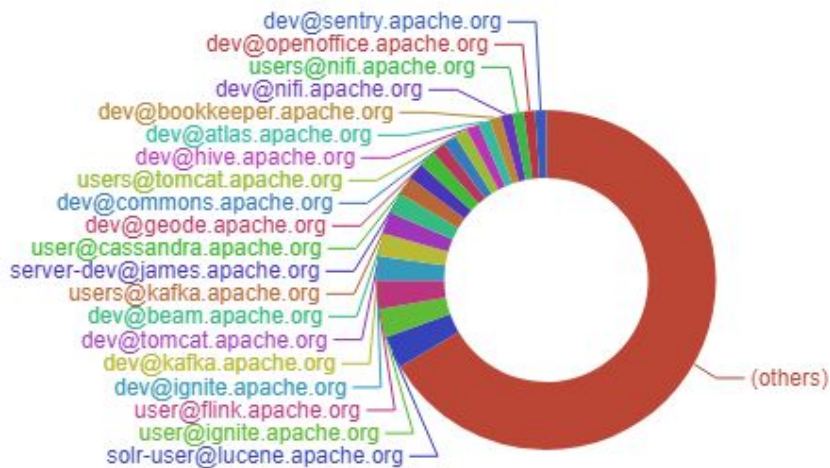261,944 lines changed (151,407 insertions, 110,537 deletions).

PROJECT COMMUNICATIONS

"If it didn't happen on-list, it didn't happen"

- ➔ 1,131 total number of Apache mailing lists
- ➔ 21,772 authors
- ➔ 1,617,547 emails
- ➔ 642,005 topics

Issues and email

FY2018's top 20 most active Apache mailing lists (user@ + dev@)

THE
APACHE® SOFTWARE FOUNDATION
http://www.apache.org/

COMMUNITY DEVELOPMENT
by Sharan Foga

We began the year by helping support ApacheCon NA in Miami by coordinating and recording interviews with various speakers for our news / podcast channel FeatherCast. We were also very active during the event itself talking to attendees to Get feedback on ways to better engage with Apache communities.

Based on the feedback we received, we have increased our communication activities both internally and externally. To supplement our monthly Community Development blog Facebook and Twitter accounts have been setup so that we can be more active on mainstream social media channels.

We are continuing to focus on promoting Apache at existing conferences with a booth or presentation content and this year participated at several events including the OpenExpo Madrid, Solutions Hamburg, MesosCon Europe, Open Source Summit Paris, FOSDEM, GOTO Chicago and Re;publica. As part of the Diversity Empowerment Summit in Prague, we had the opportunity to present the results of our Apache Committers Diversity Survey.

Being involved in these events gives us an opportunity to see whether the event is a good fit for our ongoing community development activities.

As a result of our participation at events, an information brochure has been developed that promotes the role and mission of the ASF. With the help of community volunteers, the brochure has been translated and is available in the Following languages: English, Catalan, French, Italian, German, Spanish, Russian and Japanese.

Another initiative resulting from participation at events, was the introduction of Apache Community Business Cards. These business cards that can be used by anyone involved with an Apache project and serve not only to help promote the ASF but also our contributors that want to to highlight their involvement at Apache.

Once again the ASF has been chosen as a GSoC mentor organisation and a key role of the Community Development team is to help oversee the involvement of any participating Apache project.

We are continuing to receive an increasing number of requests to participate at conferences either with a booth presence or with track presentations and Community Development plays a key coordination role. The latest statistics from our mailing list shows that we have over 800 subscribers and during the year have had over 2,000 emails discussing nearly 600 different topics.

CONFERENCES

by Rich Bowen

During FY2018, we conducted one event - ApacheCon North America, in Miami, Florida, May 16-18, 2017. This event was attended by members of many of our project communities, and continued our long tradition of collaborate spaces for projects to work on the code, and to rub shoulders with their communities.

The Miami event marked the end of our relationship with the Linux Foundation as event producer, and so the remainder of 2017 was devoted to figuring out what's next, and making that happen.

For the first time, we are doing ApacheCon North America 2018 solely on volunteer effort, while we investigate other options for 2019. Because of that it is somewhat smaller scale than previous events, but we still anticipate a great show.

ApacheCon North America 2018 will be held in Montreal, at the Montreal Marriott Chateau Champlain, September 24-27, 2018. Further details are available at http://apachecon.com/acna18/ It will feature 5 tracks of content, including tracks that focus on Geospatial computing, CloudStack, Tomcat, Big Data, and IoT. A few sponsorship opportunities still remain.

Meanwhile, since we were unable to do an event in Europe this year, we are partnering with FOSS BackStage https://foss-backstage.de/ to put on an Apache track. This event will be held 13-14 June, in Berlin.

Looking forward to 2019, we are conducting a site search for a North America event, focusing on the San Francisco Bay area, for the 20th anniversary of the event that we held in that same area. We hope to announce the location and dates at our upcoming event in Montreal. Follow @ApacheCon on Twitter to be the first to find out.

We are also investigating dates and venues for Europe in 2019, and have received proposals for events in Japan and South Korea in 2019 as well. We anticipate that 2019 will be a very full year, and, in anticipation of that, we are working to provide multi-event sponsorship packages to make it easier to support Apache events without having to keep up with every event individually.

Finally, it is important to mention that many of our 280 projects conducted their own events, ranging from 2 or 3 person meetups to 1000+ person conventions, and it would be impossible to mention them all here. Many thanks to the individuals and companies that made those events possible. These events are always listed at https://www.apache.org/events/

MARKETING AND PUBLICITY

by Sally Khudairi

The ASF's promotional activities are executed by HALO Worldwide, who oversee all strategic planning and day-to-day tactics. Foundation-wide support provided for:

➔ Apache Projects and their Communities
➔ ASF Fundraising and Sponsors Relations
➔ Apache Trademarks and Brand Management
➔ Apache Community Development
➔ Apache Conferences and Events

FY2018 highlights include:

➔ 32 Press Releases
➔ 95 Informal Announcements
➔ 576 Tweets
➔ 47.3K Twitter followers
➔ 139 LinkedIn posts
➔ 15.9M LinkedIn impressions
➔ 156 Media Queries
➔ 27,796 Media Clips on ASF
➔ 68,851 Media Clips on Apache projects
➔ 24 Analyst Queries
➔ 588 Analyst Reports
➔ 3 Quarterly Reports/Operations Summaries
➔ FY 2017 Annual Report https://s.apache.org/FY2017AnnualReport

Special Projects:

➔ Media & Analyst Training for ASF Directors and Officers
➔ Crisis communications campaign in response to Equifax data breach
➔ On The State of the Feather https://s.apache.org/Lz3t
➔ Apache in 2017: By The Digits https://s.apache.org/h8do
➔ Foundation Statement: Apache Is Open. https://s.apache.org/PIRA
➔ ASF 2018 Vision Statement https://s.apache.org/zqC3
➔ ASF @ 19 Press Release with Sponsor testimonials https://s.apache.org/gK4Q
➔ ASF @ 19 promotional video https://www.youtube.com/watch?v=Fqk_rlKiVIs
➔ "Success at Apache": personal insights from ASF Members on why the ASF "just works" https://blogs.apache.org/foundation/category/SuccessAtApache
➔ "Open –For Business– At the ASF" by Merv Adrian, VP Research at Gartner https://blogs.gartner.com/merv-adrian/2018/03/27/open-for-business-at-the-asf/

Activities include:

- ➔ Communications advisory services and messaging oversight
- ➔ Promotional and brand guidelines for corporate users and implementers
- ➔ Foundation-wide project analytics services
- ➔ Event signage, collateral, and promotional giveaways
- ➔ Apache Feathercast (the voice of the ASF) https://feathercast.apache.org/
- ➔ Visual identity/graphics support
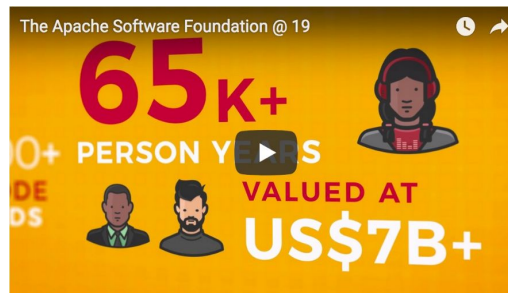
Press Releases

- 18 April 2018 - [The Apache Software Foundation Announces Apache® Oozie™ v5.0.0](#)
- 16 April 2018 - [The Apache Software Foundation Announces Apache® Subversion® v1.10.0](#)
- 26 March 2018 - [The Apache® Software Foundation Celebrates 19 Years of Open Source Leadership "The Apache Way"](#)
- 06 March 2018 - [ApacheCon and The Open Geospatial Consortium team up to advance the implementation of geospatial data and processing across Apache projects](#)
- 12 February 2018 - [The Apache Software Foundation Announces Apache® CloudStack® v4.11](#)
- 30 January 2018 - [The Apache Software Foundation Announces Apache® Kibble™ as a Top-Level Project](#)
- 29 January 2018 - [The Apache® Software Foundation Announces ApacheCon™ and Supporting Global Events](#)
- 18 January 2018 - [The Apache® Software Foundation Receives Bitcoin Donation from Pineapple Fund Valued at $1M](#)
- 10 January 2018 - [The Apache Software Foundation Announces Apache® Trafodion™ as a Top-Level Project](#)
- 31 December 2017 - [Apache in 2017 - By The Digits](#)
- 14 December 2017 - [The Apache Software Foundation Announces Apache® Hadoop® v3.0.0 General Availability](#)
- 13 December 2017 - [The Apache Software Foundation Announces Apache® Mnemonic™ as a Top-Level Project](#)
- 28 November 2017 - [The Apache Software Foundation Announces Apache® Impala™ as a Top-Level Project](#)
- 01 November 2017 - [The Apache Software Foundation Announces Apache® Kafka® v1.0.0](#)
- 31 October 2017 - [The Apache Software Foundation Announces Apache® Juneau™ as a Top-Level Project](#)
- 24 October 2017 - [The Apache Software Foundation Announces Apache® PredictionIO™ as a Top-Level Project](#)
- 19 October 2017 - [The Apache Software Foundation Announces Five Years of Apache® OpenOffice™ as a Top-Level Project](#)
- 12 October 2917 - [Apache Is Open.](#)
- 03 October 2017 - [Response From The Apache® Software Foundation To Questions From US House Committee On Energy And Commerce Regarding Equifax Data Breach](#)
- 25 September 2017 - [The Apache Software Foundation Announces Apache® RocketMQ™ as a Top-Level Project](#)
- 14 September 2017 - [MEDIA ALERT: The Apache Software Foundation Confirms Equifax Data Breach Due to Failure to Install Patches Provided for Apache® Struts™ Exploit](#)

- 09 September 2017 - [Apache Struts Statement on Equifax Security Breach](#)
- 22 August 2017 - [The Apache Software Foundation Announces Apache® MADlib™ as a Top-Level Project](#)
- 01 August 2017 - [The Apache Software Foundation announces Apache® Polygene™ v3.0](#)
- 26 July 2017 - [The Apache Software Foundation Announces Apache® Fluo™ as a Top-Level Project](#)
- 05 June 2017 - [The Apache Software Foundation Announces Momentum With Apache® Hadoop® v2.8](#)
- 29 June 2017 - [The Apache® Software Foundation Announces Annual Report for 2017 Fiscal Year](#)
- 31 May 2017 - [The Apache Software Foundation Announces Apache® SystemML™ as a Top-Level Project](#)
- 17 May 2017 - [The Apache Software Foundation Announces Apache® Beam™ v2.0.0](#)
- 15 May 2017 - [The Apache Software Foundation Announces Apache® Samza™ v0.13](#)
- 1 May 2017 - [The Apache Software Foundation Announces Apache® Mahout™ v0.13.0](#)
- 1 May 2017 - [The Apache Software Foundation Announces Apache® CarbonData™ as a Top-Level Project](#)

THURSDAY SEPTEMBER 14, 2017

MEDIA ALERT: The Apache Software Foundation Confirms Equifax Data Breach Due to Failure to Install Patch

Who: Apache® Struts™ is a popular Open Source framework for creating enterprise-grade Java Web applications. Apache Struts powers fro providers, telecommunications agencies, and Fortune 100 companies.

Apache Struts is an Apache Software Foundation Top-Level Project (since 2004) and is overseen by a self-selected team of active contributor

What: On 7 September 2017, credit reporting agency Equifax announced a data breach affecting 143 million consumers. https://investor.equi

Following this announcement, additional claims stated that the breach was caused by CVE-2017-9805, an exploit in Apache Struts that was d

On 9 September 2017, the Apache Struts PMC issued a statement on the Equifax data breach that included details on its response process t

On 13 September 2017, Equifax issued a statement confirming that "The vulnerability was Apache Struts CVE-2017-5638". https://www.equif

This vulnerability was patched on 7 March 2017, the same day it was announced. https://cwiki.apache.org/confluence/display/WW/S2-045

In conclusion, the Equifax data compromise was due to their failure to install the security updates provided in a timely manner.

When: Apache Struts CVE-2017-5638 was originally reported on 7 March 2017.

Where: For downloads, documentation (including security guide and bulletins), and how to become involved with Apache Struts, visit http://st

"Success at Apache" Posts

The people and processes behind why the ASF "just works".
https://blogs.apache.org/foundation/category/SuccessAtApache

- ➔ Am I there yet? A n00b's perspective by Charles Givre
- ➔ Open Innovation from a Non-native English Country by Von Gosling
- ➔ Contributing to Open Source even with a high-pressure job by Anthony Shaw
- ➔ A Newbie's Narrative by Kuhu Shukla
- ➔ What a Long Strange (and Great) Trip It's Been by Jim Jagielski
- ➔ Scratch Your Own Itch. by Ignasi Barrera
- ➔ All My Roads Led to Apache by Pat Ferrel
- ➔ Lowering Barriers to Open Innovation by Luke Han
- ➔ Meritocracy. by Kevin A. McGrail
- ➔ Learning to Build a Stronger Community by John Ament
- ➔ Meritocracy and Me. by Tom Barber

WEDNESDAY OCTOBER 25, 2017

Success at Apache: Scratch Your Own Itch.

By Ignasi Barrera

Recently I was at an industry conference and was happy to see many people stopping by the Apache booth. I was

It's important to recognize not just Apache's diverse projects and communities, but also the entity behind their suc

Gone are the days when software, and technology in general, was developed privately for the benefit of the few. A
Source is a perfect framework for that, and organizations like the ASF carry out a decisive role in protecting its spi

The ASF's mission is to provide software for the public good. We take it one step further, by giving all our Open So
which companies and individuals can donate resources and be assured that those resources will be used for the p

We strongly believe that good software is built by strong communities. Successful Open Source projects are the re
software in a sustainable way, and we have collected the lessons learned all these years in what we call "The Apa

TRADEMARKS AND BRAND MANAGEMENT
by Mark Thomas

Operations

This year saw a change in V.P. Brand Management, with Shane Curcuru passing on the baton after more than eight years in the role. A big thank-you to Shane on behalf of all the project communities he has helped over that time.

The work of the Brand Management team falls broadly into one of three categories:

- trademark registrations
- granting permission to use our marks
- addressing potential infringements of our marks

Some of the more notable requests that the Brand Management team has worked on in the last year include:

- the use of Apache Tomcat in the TV series 'Mr Robot'
- the the use of Apache's Jakarta mark by the Eclipse foundation for 'Jakarta EE'

Managing Growth

As the ASF grows, the demands placed on the Brand Management team are also growing. To help address this growth in demand we are actively recruiting additional volunteers from amongst the ASF membership. We are also increasing scalability by continuing the approach of assisting PMCs to manage their brands rather than the Brand Management team doing everything. We have continued to work on a range of resources https://www.apache.org/foundation/marks/resources for both internal and external users to help them use Apache marks correctly and to do so without having to formally request permission for the simpler usages.

The Brand Management team is staffed entirely by volunteers. As is the nature of volunteering, the availability of those volunteers to contribute varies over time. This creates a particular challenge for Brand Management as many of the questions we deal with extend over a period of several months. We found that our volunteers were spending a significant proportion of their time tracking the status of requests rather than progressing them. To address this we have introduced a tracking system based around a shared GMail mailbox that makes extensive use of labels. This has enabled us to have a single, shared view of the current status whilst not changing how either PMCs or external people and companies interact with the Brand Management Team. The time spent by volunteers tracking current status has reduced significantly as a result.

Registrations

Activity for trademark registrations has been very similar to last year with 4 registrations, 2 renewals and two assignments completing. A number of additional registrations, renewals and assignments are in progress.

When projects with existing registrations are donated to the ASF, the existing registrations are also transferred. While the ASF normally maintains these registrations, there are some instances - particularly where the renewal costs are high -- when it is not considered cost-effective for the ASF to continue to maintain the registration and it is allowed to lapse. There were two such instances this year.

And finally...

The Brand Management team welcomes your comments and suggestions as well as any questions you might have. Please see https://www.apache.org/foundation/marks/contact for our contact details.

LEGAL AFFAIRS
by Chris Mattmann

The Apache Software Foundation (ASF) Legal Affairs team works diligently with our pro-bono legal counsel and answers legal questions, and addresses policy issues regarding license compatibility for the Apache Software Foundation.

Over the past year, the team has worked through a number of issues including:

1. Deciding that the Facebook BSD+Patents license was Category-X and unusable within ASF projects. A handful of widely popular projects including the React.js library and RocksDB library that formerly used it, now use ASF Category-A permissive licenses.
2. Developing a Digital Millennium Copyright Act (DCMA) policy and registering VP, Legal as the registered agent.
3. Providing advice on various questions about the use of licenses in ASF projects.
4. Providing advice on the legal implications of ASF projects capturing data use of ASF software.
5. Clarified the role of the Legal Affairs committee in the acceptance of software grants from external commercial entities.

In general the goal of the Legal Affairs committee is to provide support to Apache projects as they consider inclusion of dependencies in their products, and understanding of how those dependencies are or are not compatible with the Apache License. We provide a list of "resolved" questions, available at https://www.apache.org/legal/resolved.html which can be thought of as a "Frequently Asked Questions (FAQ)" page that represents decided policy as recorded over the years. We frequently cite and inform others of this page and infrequently we update policy based on understanding and the needs of our projects. In addition, the Legal Committee encourages its customers to use our JIRA instance, available at: http://issues.apache.org/jira/browse/LEGAL for discussion that may lead to a policy decision.

The committee is a Board committee and reports directly Apache Board of Directors. We have had a busy year and are eager to meet and serve the needs of our projects, in collaboration with our pro-bono counsel.

CONTACT INFORMATION

For Media/Analyst queries, contact press(at)apache(dot)org

For Sponsorship/Fundraising queries, contact fundraising(at)apache(dot)org

Official ASF Communication Channels
- The Apache Software Foundation https://apache.org/
- ASF Blog https://blogs.apache.org/
- @TheASF Twitter feed https://twitter.com/TheASF
- The ASF on LinkedIn
https://www.linkedin.com/company/the-apache-software-foundation

ASF Community
- Apache Community Development http://community.apache.org/
- Apache Community Facebook page
https://www.facebook.com/ApacheSoftwareFoundation/
- Apache Community Twitter feed https://twitter.com/ApacheCommunity

Keep up with the ASF's news and announcements by subscribing to announce(at)apache(dot)org at
http://apache.org/foundation/mailinglists.html#foundation-announce

This report was prepared by Sally Khudairi, Vice President Marketing & Publicity, in collaboration with Phil Steitz, ASF Chairman; Sam Ruby, ASF President; Ulrich Stärk, ASF Treasurer; Tom Pappas, ASF Member/Senior Vice President Virtual Inc.; Kevin A. McGrail, Vice President Fundraising; David Nalley, Vice President Infrastructure; Greg Stein, Infrastructure Administrator; Craig Russell, ASF Secretary; Daniel Gruno, ASF Member; Rich Bowen, Vice President Conferences; Sharan Foga, Vice President Apache Community Development; Mark Thomas, Vice President Brand Management; and Chris Mattmann, Vice President ASF Legal Affairs.