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## ETHERNET ALLIANCE UNVEILS NEW ASSOCIATE MEMBERSHIP PROGRAM

*New membership option provides meaningful opportunities for startups and other fledgling organizations to contribute to and participate in Ethernet ecosystem*

**BEAVERTON, OR, MARCH 4, 2014** – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced the availability of its new Associate membership class. Associate Memberships will give startups and other smaller organizations access to Ethernet Alliance benefits and resources, and provide them with new opportunities to play a bigger role within the evolving Ethernet ecosystem.

“Ethernet is stronger and more vibrant than ever, with no signs of an impending ‘midlife crisis’ – a remarkable achievement for a technology that just celebrated its 40<sup>th</sup> birthday,” said John D’Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. “With Ethernet’s continuing expansion, there’s always a vibrant community of smaller organizations making their way onto the scene. Just as Metcalfe’s Law recognizes the value of a network grows exponentially in proportion to the number of users, the Ethernet Alliance recognizes that by giving emerging players entrée into the Ethernet ecosystem, their ideas and innovations can help to further drive the value of the entire system.”

The Ethernet Alliance’s expanded membership options include Principal, Participating, Consulting, University, and Associate memberships, which complements the organization’s goal of promoting growth and advancement across the Ethernet ecosystem.

Also being announced is the election of Gilda Foss, industry evangelist, office of the CTO, NetApp, as vice president of the Ethernet Alliance. An industry veteran with a broad base of technical, project management, and marketing expertise, Ms. Foss’ election will help propel the organization to new heights during her term in office.

“Through careful stewardship, consensus-building, and other activities, Ethernet Alliance has helped foster a richly collaborative climate within the Ethernet ecosystem. Cultivating an environment where interoperability and innovation is allowed to flourish has hastened Ethernet’s global adoption and expanded its application horizon,” said Foss. “I’m honored by my election to an organization so deeply committed to Ethernet’s continued success.”

For additional membership information, please visit <http://bit.ly/EA-Membership>. For more information about the Ethernet Alliance, please visit its [website](#), follow [@EthernetAllianc](#) on Twitter, see its [Facebook](#) page, or join its [LinkedIn](#) group.



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### **About the Ethernet Alliance**

The Ethernet Alliance is a global consortium that includes system and component vendors, industry experts, and university and government professionals who are committed to the continued success and expansion of Ethernet technology. The Ethernet Alliance takes Ethernet standards to market by supporting activities that span from incubation of new Ethernet technologies to interoperability demonstrations and education.

Individuals who would like to receive updates on Ethernet Alliance news, activities and events may sign up for the organization's newsletter at [www.ethernetalliance.org/newsletter](http://www.ethernetalliance.org/newsletter).

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