From richab Tue Nov 5 12:13:44 1991
To: cameronm martyta
Subject: Windows Developer Association
Cc: bradsi jonl lorisi richt w-pamed
Date: Tue Nov 5 12:11:16 1991
Status: RO

Cam: I'll ask lorisi to find time when you and I can meet. I am guilty
of not filling you in on the details.

I actually believe the new entity with a focus on the synergy that a
group of commercial developers can have will be a real bonus for you.
It will take some commitment from MS (some of your groups time and
some from the Win BU), but this is time and energy that we would spend
anyway.

Anyway: let's get together this week.

rich
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>From cameronm Fri Nov 1 19:27:39 1991
To: martyta richab
Cc: bradsi jonl richt w-pamed
Subject: Windows Developer Association
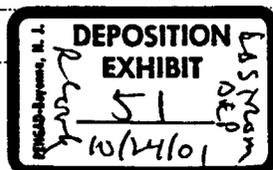Date: Fri Nov 01 20:22:44 PDT 1991

I am a little confused and extremely worried about this Windows Developer
Association. I've heard that the WPMA is dead and is being replaced by this
WDA group as a "technical" organization under the auspices of the SPA. I
also heard from one of the technical architects at Lotus today that they are
going to contribute a full-time headcount as a technical director for this
group! Can anybody tell me more about this (hopefully that I am completely
mistaken)?

It's great that the group is returning to the SPA but I think it's a big
mistake if it takes a technical focus. The WPMA was useless but at least it
was harmless. If we're helping to create this frankenstein or adding to its
credibility we are not being smart. Lotus keeps knocking heads with us on
API and system software the last thing we want is for them to use an
industry group to fight us, which they of course will do given even half a
chance. Lotus is already talking about using this organization to host
"design previews" for things like UI and style guide issues. This scares
the hell out of me.

Can we nip this in the bud? Can we kill this organization or return it to
its original marketing focus? I don't mean to be reactionary but I really
really think we are in for serious trouble if we allow a credible
independent group to focus on technical issues. We had better realize that
building something like this is a very powerful tool/weapon and exceedingly
dangerous if turned against us (which our enemies will absolutely try and
do). If we can't kill this I hope we're really signed up to carefully
"manage" and control this group.

Can someone please give me more details about this group? I think this is
seriously dangerous stuff.

Cam

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