Board Monthly Report

September

2011

Monthly report to the PASS Board of Directors.

CONTENTS

CORPORATE PASS 3
1.0 Microsoft Updates {*Mark Souza, Jennifer Moser & Lara Rubbelke*} 3
2.0 Finance HQ Update {*Sandy Cherry*} 3
COMMUNITY 3
1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Team {*Karla Landrum & Michelle Nalliah*} 3
2.0 Director of Virtual Chapters {*Geoff Hiten*} 3
INFORMATION TECHNOLOGY 4
1.0 Director of Technology Update {*Douglas McDowell*}, IT Team {*David Yang, Wesley Chang & Jason Lau*} 4
MARKETING 4
1.0 Marketing HQ Update { *Sanj Gandham* } 4
2.0 Director of Special Projects Update {*Andy Warren*} 5
3.0 Sponsorship Sales and Exhibition HQ Update {*Al Shuler and Sanj Gandham*} 5
SUMMIT PROGRAM 6
1.0 Director of Educational Program {*Allen Kinsel*} 6
2.0 Educational Program HQ Update {*Marcella McKeown*} 6
SPECIAL PROJECTS 6
1.0 Director of Special Projects {*Thomas LaRock*} 6
SQLRALLY - Global 6
1.0 Director of SQLRally {*Currently Rushabh*} and HQ Update *{Judy Christianson & Craig Ellis}* 6

CORPORATE PASS

1.0 Microsoft Updates {*Mark Souza, Jennifer Moser & Lara Rubbelke*}

- PASS Global Growth Subcommittee on Localizing Communication
- PASS Global Growth Subcommittee on Portfolios
- PASS Summit organizing of keynotes, sessions, labs, Expert Pods, SQL Clinic and other activities
- GUSS-Microsoft France December event
- SQL Bits 10 planning & venue support for SQL Relay (fall & spring)

2.0 Finance HQ Update {*Sandy Cherry*}

- Continue working with Auditor to complete the preliminary FY2011 statements by Summit.
- Researching the option of receiving and sending ACH payments via Cash Pro Web (payments for vendors, BOD expense reports and SQLSaturday Events).
- Finalizing versions of the FY2012 Budget.
- Posting of the FY2010 Audited Financials to PASS's web site.
- Implemented the option of wire transfers from the SQLSaturday account for event payments.

COMMUNITY

1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Team {*Karla Landrum & Michelle Nalliah*}

- Chapters (243 total)
  - 1 New Chapter:
    - Cameroon
- 3 New Regional Mentors:
  - Jody Roberts, Middle East Africa
  - Jonathan Allen and Chris Testa-O'Neill, United Kingdom
- Finalized chapter listings for Summit
  - 110 comps used
- Lining up educational webcasts for Chapter Leaders
  - September 15th and October 6th at 9:00 ET – "Using Dot Net Nuke Websites" by Mike Lawell
    - Posted September 15th session to Chapter Leader Only Resources
  - November 16th at 9:00 ET – "Marking Your Chapter Legal While Removing Stress" by Arnie Rowland
- Karla attended SQLBits, UK

2.0 Director of Virtual Chapters {*Geoff Hiten*}

- Finalized WIT Logo selection.
- Finalized Summit WIT Pane Luncheon.
- SWAG ordered for VC welcome reception and WIT Luncheon
- Started on analyzing PASS membership data for the membership committee (established at the August board meeting). Data is more complete than thought, but needs refactoring to prepare for de duplication. More details were submitted to the rest of the membership committee but are available to any board member upon request.

INFORMATION TECHNOLOGY

1.0 Director of Technology Update {*Douglas McDowell*}, IT Team {*David Yang, Wesley Chang & Jason Lau*}

- Updates
  - With Summit is just around the corner, Orator is pumping out more attendee oriented features such as Schedule Builder, Session downloads, Speaker details, Guidebook mobile app integration, and speaker portal updates.
  - 2012 SQLRally and Summit initiatives in the works
- Support
  - **Tickets Completed**: 157
  - **New Tickets**: 161
  - **Outstanding Tickets**: 96
  - **Notable tickets**
    - Orator - Accepted speakers report
    - Orator - Admin module - session code/time updater issues
    - Orator - Schedule Builder feature - conflict checking
    - Orator – Schedule Builder - Restrict access to summit attendees only. (note - disabled on 9/12)
    - Review timesheet data entered by users for August
    - SQLPASS Web service update for SQLSaturday registration
    - Bring green DELL laptop up to speed
    - GFI Security renewal
    - Michelle office relocation
    - New hire computer and phone setup
    - MS Exchange server issues
- Latest Project Additions / Current Significant Projects (in order of priority)
  - Orator - Online Session Evals changes and updates
  - Orator – Guidebook Integration
  - Summit 2011 – Live Streaming Keynote pages
  - 2010 DVD Sessions to go online
  - Project Tool for HQ
  - PASS RSS Events Feed
  - PASS Membership Management tools
  - Payable Approvals Module
  - Silverlight chapter map to PASS Servers
- Project Item Completions
  - New July timesheet report for FY2012
  - Orator – PPT Review Module
  - Orator - Speaker Portal - MySchedule Module for speakers
  - 24 Hours of PASS Fall 2011 recorded sessions to go online
  - Orator - Launch Speaker PPTs to attendees -
  - SQLRally 2012 Dallas - create and setup DNN portal
  - SQLSaturday - Sprint#12 Completed
  - SQLSaturday - Guidebook Integration
  - SQLSaturday - Registration/Event Request pages re-work

MARKETING

1.0 Marketing HQ Update { *Sanj Gandham* }

- **SQLRally Nordic**
  - We are sending an eblast to European members re: SQLRally Nordic the week of Sept 26.

- **SQL Server Magazine:**
  - We have an eblast going out to sqlmag subscribers on Sept 28 in which we plan to promote our Live Streaming.
  - We will also sponsor their UPDATE newsletter on Sept 29.

2.0 Director of Special Projects Update {*Andy Warren*}

- Missed September Board meeting, work conflict
- Submitted proposal for first super committee for discussion
- Wrapping up IT work on SQLSaturday for this phase in the next couple weeks. There will always be work to do, but will find a stopping place, build a new list at the Summit, then go back for hours to do more in H1 2012

3.0 Sponsorship Sales and Exhibition HQ Update {*Al Shuler and Sanj Gandham*}

- General:
  - The Expo Hall has sold out – we're having 4 new companies taking kiosks this year: Pyramid Analytics, Future Tech, Citrix Systems and Nerras Systems.
  - Varigence are having a promotion whereby the fastest person to complete the Biml Challenge will win $10k at Summit.
  - Dell will be giving away a Dell Mini at the close of the Exhibitor Reception, as well as tickets for attendees to have a free 5 minute massage at Summit.
  - The PASS to Prizes game has 27 companies taking part this year – compared to 18 last year. The game has become more popular – it's where attendees get card in their attendee bags, and have to go around to the companies listed on the card, and get it stamped by each of them for a chance to win 1 of 10 prizes, donated by Microsoft.
  - Recruitment and Summit sales are basically completed for the 2011 Summit as we are virtually out of space. We did sell all of our projected space this year and even figured out a way to add a couple of spaces after all of the projected space was sold.
  - We have successfully recruited 13 new companies to Summit this year, and have surpassed the revenue projections. Our churn rate continues to be an issue and It appears that the economy has hurt us some this year, as several companies that have participated for a long time have pulled out of Summit or cut back.
  - However on the positive, several companies have increased their spend on Summit and we have again developed some new marketing opportunities. The final sales comparison report will provide many more details.

- Sales Completed in September 2011
  - **Summit 2011:**
    - SSWUG
    - Nimble Storage
    - Smart e-Vision
    - Amazon Web Services
    - Nitrosphere
    - Future Tech
    - Pyramid Analytics
    - Satori Software

  - **Additional Marketing Opportunities and Advertising:**
    - Idera—Phone Charging Kiosk
    - Red Gate—Dining Hall banner
      - Promo Signage

- First Timers Event
  - Varigence—Promo Signage

- **SQL Saturday Program Partner and National Sponsor**
  - Dell (pending)

- **In the Works:**
  - Finalize all of the operational, production details for Summit
  - Begin discussions for SQL Rally sponsorships and marketing options
  - Begin marketing PASS advertising opportunities
  - Review virtual chapter agreements and get them resigned
  - Work out details of the Proposed Partner Sponsorship for SQL Saturdays.

SUMMIT PROGRAM

1.0 Director of Educational Program {*Allen Kinsel*}

- Speaker registration
- GuideBook integration
- Online session evaluations
- Content review updates
- Attendee-only downloads

2.0 Educational Program HQ Update {*Marcella McKeown*}

- Final speaker contracts and registration follow-up
- Pre-con registration/room size monitoring
- GuideBook App – set up for sponsors/exhibitors, maps, and other information
- Onsite session signage
- Finalizing printed session evaluation forms
- Getting prepared for printing of precon slides – Cover page completed
- Following up on Speaker book signing schedule
- Getting prepared for onsite meetings, Speaker Orientation and Program Committee

SPECIAL PROJECTS

1.0 Director of Special Projects {*Thomas LaRock*}

- Took part on 37 phone calls (marketing, 24HoP, BoD, etc.)
- Exchanged many text messages regarding various summit marketing activities
- Met with Alison at SQL Saturday in Kalamazoo
- Attended 24 HoP event
- Attended ERWorld to have a look at the On24 platform (possible 24 HoP replacement)
- Did TechNet Radio interview to promote summit
- Started (and hope to finish) my summit memories blog post series

SQLRALLY - Global

1.0 Director of SQLRally {*Currently Rushabh*} and HQ Update *{Judy Christianson & Craig Ellis}*

- French User Group (GUSS) will no longer be holding a SLQRally

- It has been determined this will no longer be a SQLRally, but a Free Microsoft Denali Launch event and carry no risk for PASS. At this time, PASS will have no participation in their event, other than through GUSS's efforts.
- Plans are to still inline to host a French speaking SQLRally in Paris next December if we see strong participation at the lunch event.

- SQLRally Nordic progressing well and currently at 92% of registration target with one month to go.
- Jody Roberts from Cape Town has reached out to PASS and is interested in hosting a SQLRally in December of 2012. Craig has supplied initial documentation and will pick up discussions after Summit.
- Discussions for SQLRally Melbourne are still in progress, yet no date or venue confirmed at this point