Professional Association for SQL Server

In-Face Board of Directors Meeting
Bellevue, WA

Wednesday, May 6th, 2009
Board of Directors Meeting (7:30am – 7:00pm)

Attendees: Wayne Snyder, Rushabh Mehta, Bill Graziano, Kevin Kline, Douglas McDowell, Andy Warren, Greg Low, Thomas LaRock, Pat Wright, Rick Heiges, Lynda Rab, Richard Bolesta, Kevin Yam, Judy Christianson, Blythe Morrow, Kate Clegg
Not Attending: Christoph Stotz, Neil Buchwalter

AGENDA
1. Welcome and Opening Remarks –Wayne Snyder
2. PASS Business –Rushabh Mehta
3. Fiscal Year 2010 Management Contract – Rushabh Mehta
4. Volunteer Comp Allocation – Pat Wright, Greg Low
5. FY 2010 Revenue Sources, Assumptions and Forecast – Rushabh Mehta
6. IT Strategy Discussion–Douglas McDowell
7. SIG/Virtual Chapter Discussion – Thomas LaRock
8. 24 Hours of PASS Proposal – Rick Heiges

Welcome and Opening Remarks

- Introduced Kevin Yam, official Board liaison from the SQL Server marketing side of Microsoft
- Introduced Kristina Kerr, our second Microsoft Board liaison. She is from the BI marketing side of SQL Server and will help PASS develop their BI community influence
- The official membership count is complete, and sits at just under 46,000. This is such a great success. Let's keep in mind of the 100,000 member goal
- Chapters are at 174, up from 80 in July
- We are at the best place that PASS has ever been. Better content, higher member and chapter count, great management company, and we are meeting conference goals
- In January, the Board feared for the longevity of the European Conference, but with the help of very dedicated volunteers, PASS turned the Conference into a great success. Now the question is if PASS should be investing more in the European Conference in Germany, or developing more regional Conferences

PASS Business

- **Rushabh Mehta moved to approve the April Board call minutes**
- **Pat Wright seconded**
- **Votes were cast and the motion to approve the April Board Call minutes was carried**
- Rushabh reviewed the May Board meeting agenda. There were no amendments

FY 2010 Management Contract

Action Items

- **Rushabh Mehta, Rick Bolesta, and Bill Graziano to form a presentation outlining C&C incentive program and present to the Board**
- **Judy Christianson will create a policy around overtime pay for PASS and bring it back to the Board, in reference to Clause 25**

Discuss and review

- Clause 12 – C&C will have the freedom to change items throughout the year to reflect the shifts in the organization. This clause ensures the C&C budget will not affect the PASS organization
- 1.5% of the overall sponsorship dollars and European Conference incentives have been allotted as C&C incentives
- Clause 24 – C&C will provide up to $1000 for computer equipment and if an employee requires more, PASS will subsidize the remainder
- Clause 36 – Changed the time frame of cancellation of contract to 120 days to give both parties more time to prepare

Volunteer Comp Allocation

Action Items

- **Pat Wright to include in the document that the guidelines may change without notice**
- **Pat Wright to include a policy where if PASS only has a certain number of comps per year, they can determine the comp amount**

Logistics of Comp Policy – See Addendum A

Discuss and Review

- Greg Low – We are going from no guidelines to three guidelines which is quite a large step. We are asking Chapter leaders to report back to PASS through their regional mentors as well as hold at least 6 meetings on SQL Server topics per year
- Greg Low – Many of our groups were Chapters before they signed onto PASS and are not able to share their member lists due to their own bylaws or the laws of the country in which they operate
- Greg Low – Messaging needs to send out that encourages Chapters to meet guidelines
- Pat Wright – If a volunteer can't come to the Summit, can we give them access to the online sessions?
- Greg Low – The comp codes will be guidelines for this year and will be very regimented next year
- Greg Low – 30% off for Chapter board members off whatever the rate is at the time. We would like to reward those who are doing the work and incent those who may not come

FY 2010 Revenue Sources, Assumptions and Forecast

Sponsorship from Microsoft.

- Microsoft would like PASS to scale down their sponsorship dollar request to $300,000
- PASS would like to have a partnership agreement signed before July, so when deciding where we're dedicating Microsoft sponsorship dollars, we will be accountable for spending it in specific areas

Pre-Conference Program (Account 255)

- Discussion ensued and we will reduce the number of attendees for the Preconference Program to 900 from 1190

Community Summit Expo (Account 220)
- No suggested changes

Portfolio Summary
- Member services (Account 114)
  - Exists because of the job target program on the website
- Summit Program (Account 250)
  - Reduce budgeted numbers for DVDs to 325 (summit), 40 (Post Summit) and 20 (post Summit non-attending)
- Community Summit (Account 220)
  - No suggested changes
- Board Support (Account 112)
  - Move to 0 in-face meetings unless we make our targeted budget. It will then be the first item that comes back into the budget
- Corporate Admin (Account 110)
  - Cut all discretionary spending
- IT (Account 111)
  - Remove anything non essential, and continue to work on Microsoft-sponsored events
  - Trust Board members and volunteers to take lead on minor IT projects
  - Reduce training, hardware and misc
  - Remove all travel budget lines
- Special Interest groups (Account 240)
  - Remove design costs
  - SIG meetings can turn to Live meetings with Live Meeting audio or Skype
- Virtual Communities (Account 116)
  - Remove redundancy with Constant Contact line in IT
  - Remove discretionary spending, online store, and IT Development
- Chapters (Account 120)
  - Cut one Chapter mail out but try to get it sponsored
- Volunteers (Account 130)
  - Take out Volunteer shirts
  - Take out all travel
- Special Projects (Account 140)
  - We have a 0 line budget here, so the Microsoft Sponsorship would move to Chapters

IT Strategy Discussion

Action items:
- **All portfolio owners will submit the IT projects they would like implemented for the year**

Overview: past 6 months – Douglas McDowell
- Douglas reviewed the IT program for the last 6 months

New projects
- IT Wiki is rolling out soon
  - Future roadmap of the IT department
- Hyper V Cluster Server
  - Great relationship with maximum ASP
  - Moving our infrastructure to a virtual server will give PASS a way to host servers

IT focus – what is the Board interested in

- The single sign-on project is the most important for our member drive. It allows us to track members and manage the overall structure of the organization

SIG/Virtual Chapter Discussion

Thomas LaRock presentation on Virtual Chapters

24 Hours of PASS

Rick Heiges presentation on 24 hours of PASS event

Day One of In-face Board Meeting Adjourned

Thursday, May 7th, 2009
Board of Directors Meeting (7:30am – 5:00pm)

Attendees: Wayne Snyder, Rushabh Mehta, Bill Graziano, Kevin Kline, Douglas McDowell, Andy Warren, Greg Low, Thomas LaRock, Pat Wright, Rick Heiges, Lynda Rab, Richard Bolesta, Kevin Yam, Kristina Kerr, Judy Christianson, Blythe Morrow, Kate Clegg
Not Attending: Christoph Stotz, Neil Buchwalter

AGENDA
1. Bylaw and Election Process Review –Blythe Morrow
2. Summit Budget Discussion–Rushabh Mehta
3. Summit Recording Contract – Rushabh Mehta
4. Revenue-generating ideas – Rushabh Mehta
5. Volunteer Comp Allocation – Pat Wright, Greg Low
6. FY 2010 Revenue Sources, Assumptions and Forecast – Rushabh Mehta

Bylaw Review

Rushabh Mehta - Notice was given to the board of a vote in 30 days on the proposed amendments

Defining a PASS Member
Member in Good Standing

- The Board agreed that there should be a clear definition of a voting member prior to creating the verification process

Voting Members
Should a voting member be any member who signs up for any PASS related activity, or should there be a higher level of investment in the organization?

Board of Directors

- Section 1
  - Permission language should be included in the bylaws i.e. permission granted by an officer in writing
- Section 2
  - Discussion ensued about limiting the term of a director to 5 years
- Section 3
  - Discussion ensued about Committee and Portfolio assignments
- Section 4
  - Include the Immediate Past President line item in Officer Elections Committee and the Nominations Committee
- Section 6
  - Resignation & removal from office – Vendor-Appointed directors
  - Additional statute requirements i.e. without cause
  - Officer vs. Director discussion ensued
  - With cause discussion – can the Board vote to kick someone off? Clarity in the last paragraph
  - Appointed directors – section 6 should match the language in section 2
- Section 8
  - Remove the "ex officio" sentence from all but the Executive Director section

Election Process Review

- The elections occur during the Community Summit to enable an initial 'Welcome to the Board' meeting for new Board members on-site
- The Immediate Past President should remain a member of the Nominations Committee
- Voting to begin two weeks prior to the Summit
- Campaign rules –The PASS 'support' for campaigning be equal for all candidates
- Andy Warren, Thomas LaRock and Kevin Kline to form ad hoc committee to discuss guidelines for campaigning
- Timeline guidelines should be more generic in elections plan
- A revised proposal will be sent to the Board over the next two-three weeks regarding the Elections Timeline

Summit Recording Contract

- Recommendation
    - After thorough analysis, it is our recommendation to continue using CMC on a year by year basis
    - While their pricing is not the lowest, they are priced competitively with a current Microsoft provider
    - They have the ability to not only manage the recordings, but also to provide streaming and order fulfilment
    - CMC's pricing includes twice as many techs onsite ensuring a quality product, and that no errors occur in the recording process
    - Proven track record with PASS and a solid working relationship with PASS HQ
    - CMC also currently manages our Speaker Management site, so we are realizing pricing synergies
    - If we sign the session recording contract, they will reduce our Speaker management contract for 2009, from $26,500 to $20,000. For comparison purposes this has the same effect as reducing their recording pricing to $65,295.00
    - While DCP has lower pricing, there is a lack of confidence that they will do the job we know CMC can do

Revenue-generating ideas

Action items:

- **Kevin Kline to build a proposal about certification and come back to the Board**

Certification
Kevin Kline – Certification seems to be a tell-tale sign of organizational maturity. They are also a great revenue generator

Summit recordings

- **Marketing to come up with an effective plan of getting DVD sales into the community**

Clearing house service

- List of projects where companies can bid on projects. Basically a directory of consultants
- PASS could have a list of approved products as an association
- We could have a list of consultants where people can find consultants who specialize in different areas of SQL Server
- There are over 1000 products that run off SQL Server
- Adding a benefit to the DBA community
- **Kevin Kline to bring ideas back to the Board**

Microsoft BI Conference

Action Items:

- **Microsoft to share with PASS their most popular sessions and audience breakdowns to help with marketing the BI track at the PASS Summit**
- **Microsoft to share with PASS the list of advertising Microsoft used for the BI conference in 2008**

Microsoft's new BI Community Employee – to work underneath Kristina Kerr - will be the contact out to the product teams and connect the product team back to PASS

The BI conference has been postponed. Microsoft hasn't formulated what the conference will look like in two years because they are currently re-evaluating their event strategy

- How much support can PASS count on from Microsoft to get attendees to the Summit – Microsoft contacted 1100 previous attendees by email. As per privacy laws, Microsoft can only send one email to the attendees post-event

Support from Microsoft

- PASS is free to ask for any support they need from Microsoft
- Microsoft to place PASS-branded marketing pieces into their Press Kits
- Microsoft to include promotion through the Microsoft BI site
- Microsoft is focused on education through communities like PASS by creating evangelists within corporations who can help educate the communities
- Microsoft will start to publish customer stories and news about the PASS Summit
- Microsoft is hoping to make a product announcement at the PASS Summit to create buzz

PASS Event Strategy

European Conference

- Total of 250 attendees: A 50% growth over last year
- All tracks in English and Managed by 6 key volunteers
- The European Summit will incur a profit this year for the first time in PASS history

What can we do differently?

- Start the planning process early this year
- Instead of being a budget exception, the European Conference should have its own budget line
- Move onto a two-year planning cycle for the conference with more PASS HQ involvement
- Pull PASS HQ into contract review and negotiation
- Possibly revisit the name of the conference
- Potentially use the same speaker management tools to build educational consistency

Event strategy

- European Conferences – high quality, break-even events
- Community Connection events – Free, lesser-quality events
- Focus on areas which have a very strong community presence with dedicated volunteers
- Partner with Microsoft and grow their presence as well as ours

Future Summit Venues

Should PASS move its conference around instead of coming back to Seattle each year?

- **Wayne Snyder moved that PASS continue the Summit in Seattle for 2011**
    - **Rick Heiges seconded**
    - **Votes were cast and the motion to continue the PASS Summit in Seattle for 2011 was carried**