



Professional Association for SQL Server

Board of Directors Meeting

Teleconference – January 14, 2010

12:00 PM Pacific Standard Time

Agenda/For Discussion:

1. R2 Launch update - Rushabh
2. Microsoft and PASS Executive meeting update – Bill, Rushabh
3. HQ staff resources – Rushabh
4. Aligning Budget to portfolios – Andy Warren

Attendees: Rushabh Mehta, Bill Graziano, Rick Heiges, Andy Warren, Douglas McDowell, Thomas LaRock, Jeremiah Peschka, Brian Moran, Neil Buchwalter, Rick Bolesta, Christoph Stotz, Judy Christianson, Craig Ellis, Blythe Morrow

Absent: Wayne Snyder, Lynda Rab, Kristina Kerr, Roni Karassik

Minutes

- Bill Graziano – We will send out the meeting minutes for approval with an email vote. This process should help us save time on the Board conference calls

R2 Launch Update

- Rushabh Mehta -Reminded the Board about the R2 launch updates sent via email in late December
- Launch events – Co-branded with MSFT and PASS. Looking into logistical details, budgets, and partner agreements
- The launch proposal will go out to the Board in the next three weeks
- The European conference would be one of the 17 launch events. We will be putting in an R2 track

Microsoft and PASS Executive Meeting Update – Bill Graziano

- Sunday January 10th – Reviewed and discussed Business and Board accountability plan. Hannes will write up all changes and send to Board for February 15th
- Monday January 11th – The Executive spent most of the day preparing for the meeting with Microsoft Executive Ted Kummert

- The Executive Committee also met with Kim Saunders and Ed Lehman who run the insiders/MVP programs to discuss PASS's target market and feedback from the Summit insider track
- Monday Afternoon – The Executive delivered the Microsoft presentation (See below)
- Monday Dinner – Paid for by Seattle Convention and Visitor's Bureau
- Tuesday January 12th – Marketing brainstorming session which included promotional themes and Summit ideas

Microsoft Executive Presentation – Rushabh Mehta

- One presentation by both the PASS Executive and SQL Server Marketing team to Microsoft Executives
- Ted Kummert wants to encourage PASS grow our conferences, and would like to offer any help he can provide
- In the meeting there were 11 Microsoft employees and 4 PASS. Microsoft is happy with what PASS has achieved and the direction it's headed

HQ staff resources – Rushabh Mehta

- PASS HQ has been tracking their time sheets carefully, so the Board knows how to allocate time to portfolios most efficiently
- PASS HQ overtime is very high. Board members should be growing processes and implementing projects
- The areas of strong need for PASS is in IT and Governance
- Governance – This dedicated person would handle issues around members, bylaws, strategy, election processes, and transparency
- IT – PASS would further save on direct costs for external tools, and build efficient processes to manage what we already have
- The Executive Committee is preparing to present information to the Board with a plan to build more structure and budgetary continuity with PASS
- Individuals at PASS HQ should also be cross-trained
- Andy Warren – How are we going to pay for added HQ time? Rushabh to work out details of financial continuity and return to the Board
- Rushabh – We would like to stagger the hiring. If the Board approved the position in February, then they would ideally start in March. This is with the exception of Hannes in the governance position
- Andy Warren – In May we cut a lot of programs and budgets that were headed in the right direction. I think we should be looking at those first before we look into staff. Also, we should look at mentoring people to become more effective in their positions.
- Judy Christianson – In addition to the recorded overtime, some of the staff at HQ are not capturing all of their overtime. That number we reported is quite low. She feels comfortable in PASS HQ's efficiency
- Brian Moran – We do need more staff time if we want to keep the projects we're working on. Sometimes it's about cutting those projects that are time consuming for staff. Can we list those?
- Rushabh – We are growing at a large rate. The projects we have are growing in size as well as number. The question is how to manage them with the resources we have
- Bill Graziano – Until the Board has the budget numbers in front of them, it will be difficult to make a decision

- Brian – A board should not be spending its time looking at time sheets. We should trust Judy to collect the data and present it to the Board
- Judy – When C&C took over the management of PASS, we substantially cut costs to keep the organization moving forward. Now three years later we need to start rebuilding the infrastructure and putting staff in place to compliment our strategic initiatives

Aligning budget to New Portfolios/ Special Projects – Rushabh Mehta

- Right now the PASS budget is organized by portfolio. That will not change until the new fiscal year begins. Once each Board Member starts working, you will need a proposal with financial requirements. That would go to the Budget for approval.
- Brian Moran – Do we need to write an approval for all project ideas even though we may have no idea what budget amount is available? It seems like there should be more of an idea of how the budget should look until July 1st
- Bill Graziano – Rushabh and Executive will look at the financials, pull money for each new special project, and give Board members an idea of budget
- Brian – More than that, we need an idea of HQ time to determine scope of projects
- Rushabh – PASS will not allot money into a project without a least an outline of what that Board member wants to do