Professional Association for SQL Server
Board of Directors Meeting
In Person – January 31 and February 1, 2013
Seattle Washington

Attendees: Bill Graziano, Douglas McDowell, Thomas La Rock, Rob Farley (via Skype), Adam Jorgensen, Denise McInerney, James Rowland-James, Wendy Pastrick, Sri Sridharan, Rick Bolesta, Neil Buchwalter (via teleconference), Jennifer Moser, Lara Rubbelke, Olivier Matrat, Judy Christianson, Craig Ellis (left at 10am, Day 1), Alison MacDonald, Vicki Van Damme, Sandy Cherry.
Mark Souza (presented at 2pm, Day 1).

Regrets: Rushabh Mehta

Agenda for Discussion (Day 1)

1. Welcome & Introductions
2. Financial Update
3. Annual Portfolio Goals
4. PASS BA Conference
5. Future of PASS
6. MS Roadmap and Opportunities for PASS
7. Future of PASS Summit

1. Welcome and Introductions

Bill Graziano, PASS President, welcomed the PASS Board and HQ staff in attendance.

2. Financial Update

Douglas McDowell, Executive Vice President of Finance, presented the financial update and explained that PASS is currently on track financially.

Sandy reviewed the fiscal year 2014 budget timeline with the Board and indicated that she will begin this process the following week by reaching out to each portfolio owner.

Action Sandy to adjust the FY 2014 timeline and send to the Board in February.

3. Annual Portfolio Goals

Virtual Chapters and 24 Hours of PASS

Denise McInerney, Director of Virtual Chapters and 24 Hours of PASS (24HOP), presented the 2013 calendar year goals for her portfolios. For VCs the emphasis will be on ramping up current VCs to make them successful by providing VC leaders with robust tools, including a new webinar platform. She defined the priorities for 24HOP as addressing the lack of both a robust platform and of an international standardized process. The goal is 2-3 English language and 2-3 international 24HOP in 2013.

SQLSaturday

Rob Farley, Director SQLSaturday, presented the 2013 calendar year goals for the SQLSaturday portfolio. He stated that hiring Karla Landrum and Niko Neugebauer, Community Evangelists (CE), has had a big impact on SQLSaturday which has shown good growth and he is looking to build on that momentum. Rob's goal for 2013 is 25 new cities, 10 new countries, 21,000 new members and up to 128,000 hours of technical training.

Rob has discussed the SQLSaturday goals with the CE's and, based on time allocated to SQLSaturday, the goals are within their means.

JRJ commented that the CE's are key roles and there are no current plans to hire more but that strategically PASS will need to budget for more CE's to reach into new areas as PASS grows globally.

Action Judy, Vicki and Craig will consider HQ time that will be required to achieve all portfolio goals, including CE and IT time and will then work to prioritize said goals.

Summit Program

Adam Jorgensen, Director of Summit Programs, presented the 2013 calendar year goals for the Summit Program portfolio. The Board discussed a potential project to capture speaker feedback and ratings across PASS events. Adam suggested working on a pilot program with VCs. Adam indicated that he is working with Marcella at PASS HQ to prepare a 'blue print' of the Summit Program process.

Action Adam to present the 'blue print' Summit program to the Board in Q2 for feedback.

Global Growth

James Rowland-Jones (JRJ), Director of Global Growth, presented the 2013 calendar year goals for his portfolio. He explained that a key focus will be educating members of their right to vote. JRJ confirmed that his focus region for PASS growth is EMEA; however, strategically consideration needs to be given to the remaining regions to ensure that there is a framework in place for further growth, for example BIC (Brazil, India and China).

Global Chapters

Wendy Pastrick, Director of Global Chapters, presented the 2013 calendar year goals for her portfolio. Wendy is currently working with PASS HQ to collect chapter attendance data and further develop the Chapter Tools.

4. **PASS BA Conference**

Membership Management

Alison MacDonald, PASS HQ Marketing, presented to the Board that PASS needs to consider how to embrace, nurture and facilitate new BA focused members. Alison described challenges in reaching this new audience and indicated that further investment may be required to fund additional Marketing efforts for the PASS BA Conference.

From a membership management perspective the Board discussed the need to be very deliberate when deciding how to integrate new members into the existing structure. Marketing will maintain two separate

lists - one for BI/BA focused members the other for core SQL server professionals. There will be overlap in the lists.

Demand Generation

Alison provided an overview of demand generation activities related to the PASS BA Conference, including a summary of MS contributions. The Board discussed options to further support PASS BA Conference demand generation.

Action Alison to send the Board a list of influential speakers, bloggers and community members so that they can assist by reaching out to their contacts directly to encourage promotion of the conference.
Action Alison to look into further advertising and more PASS BAC presence on the SQLPASS website.

Thomas stated that additional funds may be required for a three tiered marketing and demand generation mitigation plan.

Motion **An allowance of a discretionary spend of $60,000 USD for PASS BAC marketing.**

Motion:	Thomas La Rock
Second:	Douglas McDowell
Bill Graziano	Yes
Rob Farley	Yes
Adam Jorgensen	Yes
Denise McInerney	Yes
James Rowland-Jones	Yes
Wendy Pastrick	Yes
Sri Sridharan	Yes
Rick Bolesta	Yes
Neil Buchwalter	Yes
Jennifer Moser	Yes
Lara Rubbelke	Yes

Absent: Rushabh Mehta

Motion passed (16 yes; 0 no; 1 absent)

5. **<u>Future of PASS</u>**

Bill Graziano, PASS President, presented the goals for the PASS organization for the calendar year 2013. Bill indicated that PASS should aim to reach 700,000 hours of technical training this year. With regards to PASS events Thomas commented that there is a need to develop some metrics for defining and evaluating event success.

Action Thomas to work on developing the metrics for measuring success of events.

The Board agreed that Global Growth continues to be a priority for the organization. Bill indicated that PASS should have 1 regional seat available in the 2013 elections. The Board agreed that there should be an informal election review, as opposed to a formal Election Review Committee (ERC) which took place last year.

Action JRJ to produce an election review process for the board's perusal.

6. **MS Roadmap and Opportunities for PASS**

Mark Souza, MS, PASS Board Advisor, led a discussion around the evolving world of data. The demand for real time information to facilitate quick decision making is driving MS to build closer relationships with new audiences. Mark discussed the relevance of this community to existing PASS members and his desire to work with PASS in supporting the expanding community of data professions. Denise communicated that this is a change management journey and an opportunity for PASS to reach out to the analytics community as they are the customers of our current community.

7. **Future of PASS Summit**

The Board discussed whether Summit should be held in Seattle or if they should maintain the geographical rotation which will start this calendar year. The Board decided that PASS HQ will send out letters of intent to the Seattle Convention Centre for future events which would hold the venue while incurring no cost or risk until the dates are confirmed.

8. **PASS Board Only Discussion**

The Board met in camera.

END OF DAY ONE

DAY TWO

Attendees: Bill Graziano, Douglas McDowell, Thomas La Rock, Rob Farley (via Skype), Adam Jorgensen, Denise McInerney, Wendy Pastrick, Sri Sridharan, Rick Bolesta, Jennifer Moser, Lara Rubbelke, Olivier Matrat, Judy Christianson, Alison MacDonald, Sandy Cherry, Vicki Van Damme.

Regrets: Neil Buchwalter, Rushabh Mehta, Craig Ellis

Agenda for Discussion (Day 2)

1. Bylaw Feedback
2. Regions for the Elections
3. ExecCo Per-Company Representation
4. BA Audience / Future of PASS
5. Meeting Schedule
6. Volunteer Portfolio Scope
7. CA Status
8. SQLRally Review
9. PASS Board Only Discussion

1. Bylaw Feedback

JRJ reviewed the feedback received in regards to the proposed bylaw changes. He thanked those in the community who contributed feedback. In reviewing the feedback the Board was satisfied that no further changes to the bylaws were required. Bill will provide some additional clarity around the bylaw changes in his PASS Q&A blog.

Action Bill to send PASS HQ his "President's Answer to Questions" blog for posting on the PASS blog.

2. Regions for the Elections

Regional seats on the Board were discussed. JRJ reiterated that having regional chairs communicates PASS' openness to welcoming international members to the Board and that the EMEA seat will revert to an open seat if no viable candidate is found. The Board also discussed the need to set the qualification criteria.

Action HQ to initiate the drafting of a policy document to address qualification criteria for regional seats. This will take place after the Bylaw changes have been completed.

The Board discussed changes, transparency, and streamlining of the current Election and review processes. Some of the proposed changes around NomCom, such as removing or adjusting the ranking system, have bigger implications and the Board agreed further discussion is needed.

Action Wendy, JRJ, Sri and Rushabh to explore potential changes to the NomCom.

3. ExecCo Per-Company Representation

The Board discussed limiting the ExecCo representation to one person per company. The Board discussed whether an official policy change should be undertaken or whether it should be at the Board's discretion depending on the appropriateness of the candidate. The Board decided to vote on this matter at a later date once the various aspects can be considered.

Action Thomas to draft a document around ExecCo membership and provide it to the Board for further consideration.

4. **BA Audience/Future of Pass**

PASS is attracting an increasing number of BA and BI members. The Board discussed the need for one cohesive PASS, as well as the need to update the PASS mission statement and to communicate any changes to the community. There was discussion of removing the 'professional association' descriptor as PASS does not currently offer professional accreditation. Douglas shared his personal description of PASS as a technology community service organization for data professionals.

Action Thomas and Alison to collate Director input and to write a new PASS mission statement. To be sent to the Board for feedback after the PASS BAC.
Action Alison to create a blog regarding the proposed adjustment to "PASS" prior to the PASS BAC.
Action Lara to arrange a blog giving the community a perspective of changing times.
Action Thomas and Alison to create a communication timeline that will show the roll out of any changes and will include plans for discussion with the community.

5. **Meeting Schedule**

The Board discussed the meeting schedule for the rest of the 2013 calendar year and agreed to hold the next in-person Board meeting on April 9 and 10 to coincide with the PASS BAC.

July 18 and 19 were proposed for the Q3 meeting. The Q4 meeting will take place on October 14 and 15, coinciding with the Summit in Charlotte.

6. **Volunteer Portfolio Scope**

Sri Sridharan, Director of Volunteers portfolio, presented his goals for the 2013 calendar year. He will be working to streamline the volunteer channel through tools and processes including a volunteer database.

Action Sri to work with PASS HQ on a general volunteer management model that can be used by all portfolios.
Action Sri to contact each portfolio owner to discuss options for volunteer management, but will focus on volunteer needs for the PASS BAC in the immediate future.

7. **CA Status**

Rick Bolesta, CA, spoke about the relationship between CA and PASS. Rick mentioned the evolving role of data professionals and the relevance of the PASS BAC to CA. The Board discussed the need for a sponsorship agreement as an addendum rather than rewriting the current Founders Agreement.

Action Rick to work with Craig and Alison from PASS HQ to create a CA sponsorship agreement for the PASS BAC.

8. **SQLRally Review**

Bill brought up the discussion of a SQLRally NA in FY 2014.

The Board evaluated the revenue, resources, and sustainability of the SQLRally NA model and decided that there will not be a SQLRally NA in the near term. The Board discussed the need to communicate this message to the community. Any feedback from the community should be directed to Bill.

Action Alison to post a message regarding SQLRally NA in an upcoming Connector.

Bill thanks all of the Board members and HQ staff for attending the Board meeting and for all the work and effort.

9. **Next Board Meeting**

The next meeting will be a teleconference on Thursday, February 14, 2013 at 2:00pm PST.

The meeting was adjourned at 3:30pm PST.