



**Professional Association for SQL Server
Board of Directors Meeting**
Teleconference – June 21, 2012
2:00 pm Pacific Time

Attendees: Adam Jorgensen, Allen Kinsel, Denise McInerney, Kendal Van Dyke, James Rowland-Jones, Rob Farley, Rick Bolesta, Neil Buchwalter, Jennifer Moser, Lara Rubbelke, Douglas McDowell, Bill Graziano

Not in attendance: Thomas LaRock, Rushabh Mehta

Agenda for Discussion:

1. BA Conference
2. FY 2013 Budget

Meeting Minutes

1. BA Conference

On June 15, 2012 an initial proposal and budget on a BA conference was emailed to the Board of Directors.

James Rowland-Jones requested more information on why Chicago was identified as the preferred location for the proposed conference. Craig Ellis emailed the Board a summary of the locations researched. Jennifer Moser supported Chicago as a location for the event.

Allen Kinsel asked about resources needed to put on the event, specifically if the Board was changing the priorities of an existing staff member or if a new hire was required. Douglas McDowell explained the SQLRally North America staff hours would be reallocated to the BA conference and only a difference in the hours would need to be addressed. Judy Christianson said additional hours would come from staff members returning from maternity leave. With extra hours from marketing and Nancy Nasso's role, Judy felt HQ had the resources needed for a BA conference.

Kendal Van Dyke asked the Board how SQLRally North America 2014 factored into the decision for a BA conference. Time and resources would be needed for SQLRally North America model changes and the RFP process. Judy said the decision to put SQLRally North America on hold was not made based on HQ hours. Bill Graziano said the issue was the price point in relationship to the hours of work required. His preference was to hold a BA conference at a higher price point for the same amount of hours.

Rick Bolesta said senior management at CA liked the idea of a PASS BA conference. He asked the Board to consider the weather in Chicago in March when making a location decision.

Jennifer has provided a list of the primary sponsors from previous a BA conference to PASS HQ.

Denise McInerney returned to Kendal's question about SQLRally North America 2014. She felt this decision did not impact on SQLRally 2014 but acknowledged it could be perceived as such. Kendal noted it takes a year to ramp up to hosting a SQLRally and questioned if there would be both a BA conference

and SQLRally North America in 2014. Rick said the initial BA conference would have to prove successful before the Board committed to future events. Lara Rubbelke noted that SQLRally reached approximately 500 people while the BA event would reach approximately 1200 people in a new audience with the same level of PASS investment.

Motion To approve PASS pursuing a BA Conference in Spring 2013.

Motion: Douglas McDowell

Second: Adam Jorgensen

Allen Kinsel	Yes
Denise McInerney	Yes
James Rowland-Jones	Yes
Kendal Van Dyke	Yes
Rob Farley	Yes
Rick Bolesta	Yes
Neil Buchwalter	Yes
Jennifer Moser	Yes
Lara Rubbelke	Yes
Bill Graziano	Yes
Rushabh Mehta	Yes (proxy vote)

Motion passed (13 yes, 0 no, 1 did not vote).

Action The proposal on the BA conference identified Chicago as the preferred location based on initial research. The Board requested more investigation into the locations and dates available for the conference.

2. FY 2013 Budget

Version 24 of the Fiscal Year 2013 budget was emailed to the Board of Directors prior to the meeting. Allen requested the budget tab for SQLRally be zeroed out. Douglas said it was acting as a place holder for an event and with the BA Conference now approved it could be revised. Due to the Board's commitment to the BA Conference, Jennifer stated there would also be additional Microsoft sponsorship.

Action The budget will be revised to reflect changes due to the approval of the BA conference. An updated version will be sent to the Board prior to the vote on June 25, 2012.

3. Next Meeting

Teleconference at 2:00 pm Pacific Time on June 25, 2012.

The meeting was adjourned at 3:08 pm pacific time.