



**Professional Association for SQL Server  
Board of Directors Meeting**

In-Person, Summit – October 11, 2011  
Seattle, Washington

**Attendees:** Rushabh Mehta, Bill Graziano, Rick Heiges, Wayne Snyder, Geoff Hiten, Allen Kinsel, Thomas LaRock, Douglas McDowell, Andy Warren, Neil Buchwalter, Jennifer Moser, Lara Rubbelke, Mark Souza, Rob Farley, Raoul Illyés, James Rowland-Jones, Judy Christianson, Craig Ellis, Alison MacDonald.

**Via Teleconference:** Rick Bolesta

**Not in attendance:** Mark Ginnebaugh

**Agenda for Discussion:**

1. Board at Summit 2011
2. Additional Board Meeting
3. SQLRally Dallas
4. Microsoft Proxy
5. Committees Proposal

**Meeting Minutes**

Bill Graziano opened the meeting by welcoming the Global Growth Board Advisors, Rob Farley, Raoul Illyés and James Rowland-Jones, to the Board Meeting.

Bill recognized Rick Heiges for his 9 years of service on the Board of Directors and Wayne Snyder for his years of service, including in the role of PASS President.

**1. Board at Summit 2011**

Rick Heiges presented the changes to the Board media strategy at Summit. Alison MacDonald presented the numbers to date of the number of registrants and attendees. There was an approximately 30% increase from the previous Summit.

**Action** Alison will email the detailed and updated numbers to the Board.

**2. Additional Board Meetings**

The Board has additional funds available. Bill suggested returning the third Board meeting to the 2012 meeting schedule as currently there are only two meetings included in the budget. James Rowland-Jones put forward March or May as suggestions for the meeting. This would coincide with SQLBits and would provide the Board an opportunity to participate in another style of community event.

**Action** In the next 5-10 day, James will confirm the dates of SQLBits. In the next two weeks a motion will be made regarding the addition of a third Board Meeting into the 2012 schedule.

### **3. SQLRally Dallas**

The contract for SQLRally Dallas allows the SQLRally planning committee to have the facility for one week. They would like to run two days of precons however PASS owns SQLRally so the Board was asked for input.

Judy Christianson noted that this would set a precedent for all upcoming events. James questioned if it could be one day of paid pre-cons and one free day. Allen Kinsel noted that the SQLRally Orlando team picked their own sessions and content. Rob Farley suggested the Board approve the extra day of SQLRally with direction to pick certain types of content.

Geoff Hiten suggested as no additional funding will be needed for the extra day the Board could make an exception for this case, however Allen wanted a clear position from the Board.

The aim of SQLRally is to reduce the cost of education for the community. Rob felt a free day would fit within that aim. James thought the Board could suggest a free day option to the local planning team. He felt it would help differentiate between SQLRally and Summit.

Tom LaRock wanted the Board to approve the use of the extra day, bringing SQLRally Dallas to a total of 4 days. He thought the Board should advise the local team to try a free day but approve it if they decide to run another day of paid precons.

Craig Ellis noted SQLRally Orlando made \$18,000 profit and an increase in precon attendees could increase profitability of the event. Allen pointed out that SQLSaturdays held on Fridays are generally less attended than SQLSaturday events held on Saturdays. The free day option for SQLRally Dallas would be on a Friday.

James felt free days build up new speakers. SQLBits gets very different attendance on free versus paid days. He believed to be a community event then you need free components. Vendors also appreciate having two audiences with one set up. Raoul Ilyés felt that paid admission gave the events a sense of credibility and quality.

Bill proposed to allow the additional day, giving the local team the choice of a free day or having 2 paid (pre/post con) days. The Board will encourage the local team to speak with James about running a free day event.

### **4. Microsoft Proxy**

Mark Souza asked for final clarification of Lara Rubbelke's position on the Board of Directors. Judy spoke to the documented history in the minutes identifying Lara as a proxy vote for Mark Souza.

Rushabh Mehta suggested as Microsoft has two seats and it is Microsoft who chooses their liaisons, the Board could invite the other person (Mark or Lara) as a guest to meetings and Microsoft would still have only 2 votes on the Board.

Mark Souza said that influence aside, there would be only one vote available to be exercised between himself and Lara. There would not be an additional Microsoft vote on the Board. The Board agreed it would benefit the community and PASS to have Lara at the discussion table.

**Action** It will be left to Microsoft's discretion to pick its representatives for Board meetings. The Microsoft representatives will be announced at the start of the meetings. Michelle Nalliah will speak to the lawyer about giving proxy votes to non-voting Directors.

## **5. Committees Proposal**

Andy Warren summarized his original proposal to move from portfolios to committees from the August Board Meeting. He continued on to propose the combination of Virtual Chapters, Chapters, SQLSaturday and 24 Hours of PASS into a community committee as a starting point for this transition. There would be 2 Board members (1 chair and 1 vice chair) assigned while the committee would be made of volunteers. He clarified that the budgets/portfolios model would be unchanged and remain as a roll back option. The intended change would make the Board strategic and reduce workloads. It would also increase communications between portfolios and prevent the stagnation if a Board member went dark.

Allen spoke to the success of the program committee and how it has allowed him to move into a more strategic role. Andy has begun to identify volunteers who could help make the committee successful.

Rushabh wanted to build this new level of leaders before moving the Board into strategic roles. Bill felt there had already been years to see if the current portfolio set up would build this infrastructure.

Mark Souza felt having multiple board members on the committee was key for success. While Wayne Snyder agreed the strength of the proposal was the aspect of continuity. Andy noted that the ERC and SQLRally teams worked well and kept minutes for meetings which allowed for transparency and continuity. He suggested that if the meeting schedule for the committee is public then any Board member could participate.

The Board was generally in favour of allowing the formation of the community committee with Mark Ginnebaugh as the Board chair.

**Action** A formal motion will be brought forward at the next Board Meeting.

## **9. Next Meeting**

**Teleconference on November 10, 2011.**

The meeting was adjourned at 1:05 pm pacific time.