

## **APPLICATION FORM**

### **PART ONE: CONTACT INFORMATION**

Name: Amy Lewis

[Redacted]

Years of experience with Microsoft data platform technologies: 15

### **PART TWO: EDUCATION**

1. List all relevant educational achievements (Degrees, Diplomas) and include institution name and location:

Bachelors, Computer Science  
Purdue University  
West Lafayette, IN  
May 1995

Masters, Computer Science  
Arizona State University  
Tempe, AZ  
May 2001

### **PART THREE: PROFESSIONAL BACKGROUND**

2. Describe your employer's business:  
Hard Dollar is the creator of Project Cost Management (PCM) software supporting the Infrastructure, Mining, Oil & Gas, Power / Process, and Environmental industries. HD PCM includes Project Estimating, Project Performance, and Lasso Project Intelligence.

<http://www.harddollar.com>

3. Describe your primary job responsibilities:

Technical Product Manager:

Primary Roles:

Assist in roadmap planning, requirement gathering, documentation, communication and support of a new global cloud Business Intelligence service.

Responsibilities include:

- Supports the design and development of logical and physical data models for extraction, transformation, and loading (ETL) of various BI data sources.
- Manages end-user training, support and documentation for a new API development kit.
- Leads clients and company entities through a full product life cycle design, development, launch and support process.
- Assists in developing product enhancements (in coordination with sales, marketing and development), particularly as driven by existing and potential clients
- Develops functional specifications for client enhancements and customizations (including system-to-system integration).
- Documents and maintains detailed records of client interactions and communications.
- Consults with clients to ensure usability and awareness of various web services.
- Supports the development and management of project plans to ensure internal and external expectations are met.
- Communicates regularly with clients and internal teams on project status.
- Assists production support as needed by providing subject matter expertise on product and/or client issues.

#### **PART FOUR: STATEMENT OF INTENTIONS**

4. How can PASS better serve the Microsoft data platform community in the next five years?

With the incorporation of SQL Saturday, PASS has seen a tremendous growth in its global community over the past few years. I believe that PASS will need to continue to invest in technology, leverage social media outlets for marketing, and strengthen its volunteer and speaker community in order to continue to reach more of the SQL Server professionals across the globe.

CONNECT: Local chapters have seen growing numbers when partnering with the SQL Saturday program. PASS should continue to invest in the SQL Saturday programs and continue to assist local chapters with marketing materials, social media plugins, and also with potential speaker incentives, such as a type of "frequent speaker" award program.

SHARE: The Virtual Chapters have been key in reaching a larger audience by hosting sessions in various time zones and having speakers across the global community present during these times and in their native languages. PASS should invest more into the Virtual Chapter community, encouraging those at SQL Saturday events or local physical chapters to present for a Virtual Chapter. One of the items missing with Virtual Chapters is the presence of a forum or chat room, available after a session, etc., where one can share further insights or experiences on a particular topic. Today it is difficult to search for sessions across the Virtual Chapters that might be of interest. I would recommend for PASS to add this type of search to its web presence.

LEARN: This past year, PASS has successfully ventured into the Business Analytics arena with the inaugural PASS BAC Conference in Chicago and the BAC Virtual Chapter. PASS should continue to invest more into this area by hosting SQL Saturday type events for the BAC audience and marketing more to the data scientist and data analyst communities. I believe a partnership with the Microsoft Excel Community would benefit both parties in this area.

5. Please state your perception of the PASS organization today.

I have been involved with PASS since my first conference, back in 2004. I have seen this organization grow from a technical training type of conference to a true community of SQL Server Professionals, or as I and many others have come to know it..... a SQL Family. I have seen many of the same faces I first saw back in 2004 as well as many new and passionate people from across the globe. It has been wonderful to see the global growth over the past 3 years. My perception is that PASS is a key necessity and lifeline for a SQL Server Professional, both new in their career or a "seasoned" veteran.

6. If elected to the PASS Board, what goal(s) would you set for PASS? How would you accomplish that goal? How would this benefit the PASS community?

If elected to the PASS Board, I would work on 2 main goals:

**Goal #1: Strengthen the Virtual Chapters to be more global reaching**  
A Virtual Chapter is able to reach many more professionals than a Summit, a SQL Saturday, or a local chapter. This area has seen great growth and has been very successful over the past few years, especially with the change in the webinar provider and with partnering with 24 hours of PASS.

To help the virtual chapters reach more professionals across the globe, I would work to strengthen marketing of the events through social media, local chapters, and SQL Saturdays. I would also work with the Virtual Chapter leaders to grow their volunteer teams to include volunteers and leaders from other geographical regions. These leaders can then reach out to SQL Server professionals in their communities that might not be near a local chapter, but would like to connect, share, and learn with others in the field. I believe this will not only strengthen the virtual chapter, but also PASS as a whole through the networking and knowledge sharing of the community at large.

**Goal #2: Strengthen the BAC and Summit Program Selection Process.**  
It has been an honor to be a Program Manager for the PASS Summit for 2012 and 2013 as well as for the Business Analytics Conference. Over the past 2 years, we have made the Program Selection process a structured and repeatable process. It would be my goal to continue to see this process evolve to be more fluid during the scheduling phases as well as in the selection phase. To accomplish this, I would work closely with PASS HQ and IT to enhance the software and reports being used to be more aligned with the process flow and assist more in the scheduling aspects. This will continue to benefit PASS by having a process and supporting software that can be leveraged by any size of a conference or venue, such as a SQL Saturday, SQL Rally, BAC Conference, or a Summit.

## **PART FIVE: LEADERSHIP AND MANAGEMENT**

7. Please describe your management and leadership background, listing specific examples of team and/or project work:

My leadership/management background has ranged from being a softball and basketball coach, project lead, team lead, to an architect lead. As a Sr. Business Intelligence Consultant, I have led teams with successful implementations of business intelligence projects with other consultants as well as cross-department teams.

8. Are you, or have you been, a member of any board (volunteer or professional)? If so, please describe:

I am a member of the PASS Arizona SQL Server User Group Board.

9. Do you have formal management or leadership training? If so, please provide details of this training and an example of a time this training was beneficial:

Both project management and time management courses. I found these to be beneficial with any past or current project, especially with establishing scope, deliverables, and appropriate timelines.

10. Have you participated in any strategic decision-making processes? If so, please provide details:

Yes. Being a consultant, I have worked with various corporations and State Agencies on strategies for implementing a business intelligence solutions while overcoming various constraints and budgetary restrictions that existed. As a Technical Product Manager, I today deal with strategic decisions around Go-To Market strategies, features to add to a product and the timing of their release to our customers.

In my role as a Program Manager for both the PASS Summit and the Business Analytics Conference, I, along with the Program Management Team, deal with many strategic decisions. These decisions include determining impactful improvements to the overall program selection process, methods of feedback to speakers and volunteers, best use of technology in the process and finally strategies for session scheduling.

11. Please describe your background/experience in dealing with organizational finances, including the size of the organization and budgets involved:

As the Event Coordinator for Phoenix SQL Saturday the past 2 years, I was in charge of the budget and finances for an event for around 300-400 people. This included working with my team of volunteers in communicating with sponsors, vendors, and determining a working budget.

## **PART SIX: VOLUNTEER EXPERIENCE**

12. Please describe your past volunteer history with PASS. Who from PASS did you work with? How did you interact with them to meet your volunteer objectives?

Program Manager for PASS Summit 2012, 2013 and for PASS Business Analytics Conference

Arizona SQL Saturday Event Chair/Coordinator for 2012 and 2013.

Co-Chair of the PASS DW/BI Virtual Chapter from 2007-2013.

President of Arizona SQL Server User Group

First Timer Buddy for Summit 2012

I worked very closely with many folks from PASS HQ, who are absolutely wonderful to work with. Their dedication, attention to detail, and passion is what has been monumental in the success of PASS. I have also worked with members of the PASS Board of Directors over the years, especially concerning the Virtual Chapters. I have worked with Microsoft and the PASS Program Committee with the tremendous task of putting together a program for BAC and Summit the past 2 years. We met our objectives through emails and bi-weekly meetings. Before any key initiative or project started, we would have kick-off meetings to review our goals, expectations, and established communication and scheduling timelines.

13. Please give an example of a project you worked on for PASS that you followed through to completion. Describe how your specific contribution has benefited the PASS organization.

Back in 2010, one of the goals for the PASS Organization was to connect more with the global SQL Server Community. As the co-chair of the PASS DW/BI Virtual Chapter, I took this to heart and we decided to branch out more and change our structure from hosting one session a month at 12 noon EST (US) to more sessions a month at various time zones. I reached out to some of the speakers in the DW/BI Community outside of the US and asked them to be part of our goal of having sessions in their local time zones and with some of their local speakers. We grew from having 1 session a month to around 4 sessions per month, with sessions being hosted by speakers in AU, UK, Italy, Brazil, and India. We saw not only a rise in numbers during our sessions, but we also saw a new group of speakers and attendees emerge.

14. Detail your PASS community participation within your region (US/Canada, EMEA, APAC or LATAM). Be specific about your contribution, the location, the reach (local, regional, national or international), your volunteer capacity, and goals achieved.

I am an active member and speaker for the Arizona SQL Server User Group. I have been in a leadership role with them for the past few years and officially became the President of the AZSSUG in Jan 2013. I also was the Event Chair/Coordinator for the Arizona SQL Saturdays in Chandler, AZ the past 2 years. Because the past 2 SQL Saturdays have been extremely successful, we have seen a growth in our monthly attendance numbers this year and are planning to expand to have possibly 2 user groups in the area instead of one.

15. Tell us about any involvement and accomplishments within other volunteer organizations.

I love working on teams and especially in my church and community. I have been involved with Convoy of Hope in the Phoenix area, coordinating the food preparation teams for the free lunch they provide at these events in Phoenix. I have also been an Outreach Coordinator for a local church group where I worked with a local children's home to treat their "children of the month"

to fun events such as baseball games, horseback riding, parties, etc.

16. What key learnings have you taken away from your volunteer experiences?

Key Learning: Build Relationships. There will always be tasks, goals, deadlines, projects, disagreements, successes, and failures. But connecting, sharing, learning, and I like to add, growing with each other is what makes any volunteer experience worth it in the end. ☺

17. Please describe your social media presence within the PASS community.

I have been active on Twitter, Facebook, and LinkedIn and have worked to market my local Arizona SQL Server User Group events, SQL Saturdays, and PASS DW/BI Virtual Chapter events. I also use these outlets to promote speaking opportunities and deadlines for the Summit and BAC conferences.

## **PART SEVEN: ACKNOWLEDGEMENTS**

18. Detail your professional certifications:

Microsoft Certified Solutions Associate for SQL Server 2012  
Microsoft Corporation  
Jan 2013

19. Detail any awards received:

2012 PASSion Award – Honourable Mention

March 2012 PASS Outstanding Volunteer

20. Detail recent published professional articles, books, etc. Please provide links to any articles or posts available online:

NA – I am not an avid blogger yet. My blog site is <http://amylewisaz.wordpress.com>.

## **PART EIGHT - REFERENCES AND BACKGROUND CHECK**

A short statement of support from your references is recommended, and should be included in the sections below. At least one of your references below should be an individual from the same region (US/Canada, EMEA, APAC, LATAM) in which you reside and may represent.

### **Volunteer References**

You must provide references from 3 PASS volunteers with whom you have worked with during your volunteer tenure at PASS.

21. PASS volunteer reference #1

- a. Name: Adam Jorgensen  
[Redacted]
- b. Statement of support:

I proudly support Amy Lewis for this board. Being a current member of this strategic body I know what it takes to be successful and add material value to the organization and our community. Amy does this day in and day out and we need her at the right level to help drive our future generation of success. She has several board members supporting her candidacy and encouraging her to take the next step and I know she has given careful thought to gravity of the commitment. I have seen Amy take a poorly performing VC and turning it into our premier global presence in a matter of months. Her direct communication style combined with her ability to relate to many different people make her a dynamic and effective resource for this organization.

Amy was the program manager for PASS Summit for the past two years and helped out with our growing BAC offering as well. She always is ready to help and ready to carry the ball or hand off when needed. I have seen what having the wrong people on the board can do to our progress and Amy has always wanted the best for PASS and for our membership. Her educational background and professional experience speak for themselves and she has continually been an effective advocate for PASS and our programs across portfolios. She is focused on our core goals and values such as global growth and membership reach and would make an excellent ambassador for PASS. I recommend her with pride and without reservation for this board.

22. PASS volunteer reference #2
  - a. Name: Tim Mitchell  
[Redacted]
  - b. Statement of support:

I have had the opportunity to get to know Amy Lewis during the past several years through our mutual activities in the PASS organization at large as well as our shared responsibilities in the BI/DW virtual chapter. I have always been impressed with Amy's enthusiasm, attention to detail, and bias to action in all of her work. In her work with the virtual chapter, she was the driving force behind the success and growth of that group, constantly working to arrange speakers, organize meetings, and recruit new members and volunteers. For the organization as a whole, she's one of the first to volunteer to help out and is quick to take initiative where she sees a need.

I've witnessed firsthand Amy's drive, determination, and decision-making abilities in action, and I can say without reservation that she's one of the most valuable people in the SQL Server community. I am happy to support her in her pursuit of a PASS Board position, and I'm honored to recommend her for consideration.

23. PASS volunteer reference #3
  - a. Name: Denise McInerney  
[Redacted]
  - b. Statement of support:

I enthusiastically support Amy Lewis as a candidate for the PASS Board of Directors. I have known and worked with Amy in various PASS' volunteer capacities for years, starting when we were both leaders of SIGs (the precursors to the Virtual Chapters.) In that time I have seen Amy grow as a leader, taking on increasing responsibility and developing her leadership skills in the process. From the Program Committee to the BI Virtual Chapter to her local user group's SQL Saturday Amy has demonstrated a capacity to organize and lead volunteers. A successful leader delivers results, and does so in a way that encourages and empowers the people she is working with; Amy embodies this leadership style.

As Director for Virtual Chapters I have most recently worked with Amy in her capacity of DW/BI VC Leader. This VC is one of our largest and most active, and Amy's leadership is a key contribution to that success. I was pleased to see that Amy was also thinking about succession and prepared other volunteers to take over the chapter leadership.

Amy has shown an understanding of PASS' strategic goals and has focused her volunteer efforts to help us reach those goals. For the past couple of years we have been trying to expand PASS reach and relevance to SQL communities around the world. The VCs are a key vehicle for this expansion. Amy embraced this idea and organized the VC to engage volunteers in Europe & Australia and provide content that could reach SQL professionals in those regions.

A second key strategy for PASS is expanding into the data analytics space. Again Amy rose to the occasion helping to shape the program for our first Business Analytics Conference and leveraging the BI VC to promote the event.

By all measures I think Amy is prepared to serve on the Board and contribute in a positive way.

### Public References

You should provide references from people who agree to support you publicly. These references must review your application and provide a written statement of support that explains why they support your candidacy. (These may be the same or different people than your volunteer references above.)

#### 24. PASS public reference #1

- a. Name: Devin Knight

[Redacted]

- b. Statement of support:

I fully support Amy Lewis' candidacy for the PASS Board of Directors. I have interacted with Amy in several facets through her work in the SQL community through PASS and she has always represented PASS in the highest regard. She brings out the best in those she's working and isn't afraid to get her hands dirty when necessary to ensure the success of PASS chapters and community events.

I have personally worked with Amy on the PASS DW/BI Virtual Chapter where she successfully leads a group for a number of years. While other chapter co-leaders came and went in this virtual chapter, Amy was always the consistent leader for the group.

I have always appreciated Amy's drive to make others better. For the past two years Amy and myself have run SQL Saturday events on the same day, Amy's in Phoenix and mine in Jacksonville. With this in mind we always have a friendly competition, always initiated by Amy, to see who can get the highest registration. She would regularly check in with me to see where we are in the registration for the event and pre-conference seminar. Having someone that cares about you and your event even

though we're on different sides of the country and often competing for many of the same speakers really means a lot.

Amy genuinely cares about SQL community and I have faith that with her as a Director on the Board she would continue to grow PASS. I'm excited to see what she can do know that her time on the Board will inspire others to have the same passion she has for our community.

25. PASS public reference #2

- a. Name: Stacia Misner

[Redacted]

- b. Statement of support:

I first met Amy at a PASS Summit a few years ago, and that's where I first saw first-hand the energy and commitment she brings to the community. At the time we crossed paths, she was moving from one activity to another with a big smile on her face and a genuine concern that the event was a positive experience for all attendees. I've also watched with interest as she developed the Business Intelligence virtual chapter, growing it from one speaker per month to multiple speakers over different time zones which is challenging. Since that time, I've attended two SQLSaturday events in Phoenix, and have been very impressed with the organization of the entire experience. One other encounter includes the Business Analytics conference this year, for which Amy was a Program Manager. I have had the pleasure of observing her over a period of time in a variety of roles, and Amy has always performed her duties with enthusiasm, diligence, and commitment to getting the job done. I think she will make a fantastic member of the PASS board and look forward to the contributions she is sure to make.

PASS public reference #3

- c. Name: Paul Turley

[Redacted]

- d. Statement of support:

Amy has been actively involved in the PASS organization for several years, demonstrating leadership and a personal commitment to the SQL Server community, the PASS Virtual BI Chapter and the Phoenix area SQL Saturday. I've been privileged to work with her on several occasions and have benefited from her dedication. I support her candidacy for the PASS Board of Directors and know that she would benefit members of the organization.

**Personal Reference** (Optional)

26. Personal reference

- a. Name: Marie Roqueni

[Redacted]

- b. Statement of support:

I have known Amy for 10+ years. She is one of the most enthusiastic and committed supporters of SQL Server and the PASS organization. She actively engages in both local and national SQL

Server activities. Her work to organize and deliver high quality SQL Saturday programs have made them a huge success in the Phoenix area. The SQL Saturday program together with the PASS webcasts are a major source of education of local consultants and businesses. Amy is known throughout the valley for her work in both areas.

Over the past year she has taken responsibility for running the local The Arizona SQL Server Users Group. I have attended several sessions and found them to be informative and engaging. She has been able to get individuals in the community to deliver sessions on how they are using SQL Server in their own environments. These have been very informative and continue to drive an expanding vision for SQL Server.

Amy is a very talented professional and has proven solutions which she has architected and developed using SQL Server.

Her endless energy and enthusiasm for the Microsoft SQL Server suite of tools is contagious. I can highly recommend her for the PASS Board of Directors.

### Work Related Reference (Optional)

27. Work-related reference
  - a. Name: Charisse Richards  
[Redacted]
  - b. Statement of support:

It is with great pleasure that I provide a recommendation for Amy Lewis for the PASS Board of Directors. Amy served as my Senior Database Administrator at Choice Hotels from 2006 – 2009, and in my professional experience, I have found her to be extremely capable and passionate about all aspects of SQL Server, from administration to architecture, but Amy has been especially gifted in Business Intelligence. Amy played a principal role in architecting and developing the ODS and reporting database for ChoiceADVANTAGE, the hospitality industry's largest web-based property management system. Her technical expertise, as well as her ability to make business intelligence accessible to the laymen helped Choice realize the value of the data available to them.

In addition to a work ethic that every Manager wants in their senior technical staff, Amy possessed a leadership attribute that allowed me focus on other aspects of my job, with the confidence that Amy had a clear vision of how to effectively execute and collaborate with other team members. One of Amy's most admirable traits is her ability, and more importantly her willingness, to openly share her knowledge and experiences. At Choice Hotels, Amy facilitated several training workshops for employees of varying skill on SQL Server. This outreach proved to be a valuable way to build strong relationships between the Support, Infrastructure, and Development departments. Her single act broke down perceived barriers to communication and collaboration, as a result, Choice continues to conduct technical discussions that are open to all staff member.

Amy has been a long-time, active participant in the PASS community. I know that this is a community that is near to her heart, and as such is worthy of the time and effort that is required to be an effective board member. I believe PASS communities both national and local will greatly benefit from Amy's passion, commitment, and LOVE for SQL Server. I highly recommend her for this position, and can confidently guarantee that you will not find a more eager team leader.

### Background Check / Time and Travel Commitments

28. Have you ever been charged with a felony?

If yes, were you convicted, and (briefly) what were the circumstances?

No

29. I agree to the time and travel commitments required for this office: Yes

30. My employer is aware of and agrees to the time and travel commitments required for this office:

Yes

**PART NINE – SIGNATURE**

31. "I, Amy Lewis, hereby certify, on this date, 8/6/2013, that all information I have provided or will provide in this document is true, and I agree to abide by all the terms and conditions of the PASS election process.

I agree to be considered a candidate for the position of Director-at-Large for PASS. I understand that my email address may be made available to select PASS bloggers - screened and approved by PASS - during the campaigning period for the purpose of blogger interviews with candidates. I am aware that the term for which I am applying begins January 1, 2014 and ends December 31, 2015. If elected, I agree to fulfil the duties and obligations of the elected position to the best of my ability." *(Please answer yes or no to all of the above): yes.*