



**PASS**  
**Board of Directors Meeting**  
February 13, 2014 - Teleconference

**Attendees:** Adam Jorgensen, Wendy Pastrick, James Rowland-Jones, Sri Sridharan, Tim Ford, Jen Stirrup, Olivier Matrat, Jennifer Moser

**Not in Attendance:** Thomas LaRock, Denise McInerney, Bill Graziano, Amy Lewis

**PASSHQ Attendees:** Judy Christianson, Craig Ellis, Alison MacDonald, Janice Simpson

**Agenda for Discussion:**

- 1. BAC 2014 update**
- 2. SS 2014 launch**
- 3. In-person Board meeting dates at BAC**

**Meeting Minutes**

Adam Jorgensen welcomed the Board and reviewed the items on the agenda for this meeting.

He reminded Board members to work with their HQ counterparts regarding their budget. A budget guidelines document went out via email and Sandy Cherry of PASSHQ is currently working on a draft budget template that should go out shortly. Meetings will be set up with the Executive Vice President, Sandy and each Board member to review their budgets.

Adam noted that January Board meeting minutes will be voted on at the next PASS Board meeting.

**1. BAC 2014 update**

Alison MacDonald informed the Board that from a demand generation perspective, registrations are well ahead of where they were last year; with 243 total registrations and 185 paid. Marketing is confident we will meet our paid goal of 750 for this year's BAC.

Alison also confirmed that the keynote speaker will be David McCandless and that an announcement will go out to the community on February 18, 2014.

Alison updated the Board on the success of 24 hours of PASS BA edition. Registration was doubled over last year with 32K registrations; 4K of them being unique. The top sessions being the introduction to analytics sessions.

**2. SS 2014 launch**

Alison gave the Board an update regarding the SS 2014 launch program; highlighting the five pieces PASS is supporting.

SQLSaturday sponsorships are at 21 confirmed and underway with 30+ planned events in the US and Globally. The Board thanked Jennifer Moser for Microsoft's participation and support.

Lana Montgomery of PASSHQ has created the VC webinar series schedule which features 14 established sessions, 10 of them being confirmed. The official start date is Feb 27, 2014. There will be a VC webinar

series landing page which will be up and running the week of February 17, 2014.

Marketing strategies for the launch that will be shared with the community are; sponsored emails; connector articles; PASS Director Blog posts and a Chapter Leader town hall event.

The SS 2014 launch day has been confirmed for April 15, 2014. There will be a road block advertisement on the sqlpass.org site announcing the launch. The launch itself will take over an addition of the connector completely dedicated to the SS launch.

24 hours of PASS SS edition will run on June 18, 2014 and will be all Microsoft speakers with the content being SS 2014.

Jennifer Moser gave an update regarding the SS 2014 launch day on April 15 with live streaming of the keynote being planned. Microsoft wants to extend the reach of the audience and encourage people to gather together and form listening parties to bolster the social aspect within the community. Microsoft is putting together a box of swag to give away to the first 50 or 100 groups that participate. Microsoft may also have an additional \$20K to put toward SQLSaturday sponsorships, they will confirm at a later date.

### **3. In-person Board meeting dates at BAC**

Adam confirmed the in-person Board meeting dates as May 6 & 7, 2014.

### **Next Meeting**

**The next meeting is via teleconference on March 13, 2014 at 2:00 pm Pacific time.**

The meeting was adjourned at 2:31 pm Pacific Time.