



PASS
Board of Directors Meeting
In Person – January 21 & 22, 2015
Kirkland, Washington

Attendees: Thomas LaRock, Adam Jorgensen, Denise McInerney, James Rowland-Jones, Wendy Pastrick, Tim Ford, Amy Lewis, Jen Stirrup, Grant Fritchey, Sanjay Mishra, Jennifer Moser

Not in Attendance: Bill Graziano

PASSHQ Attendees: Sandy Cherry, Craig Ellis, Lana Montgomery, Janice Simpson, Vicki Van Damme

Not in Attendance: Judy Christianson

Agenda for Discussion:

Day 1

1. Welcome and Introductions
2. Insights Development Workshop
3. Vote on December Board Meeting Minutes
4. PASS Leadership Volunteer Policy
5. Global Growth
6. IT Project Update
7. Summit 2014 Programs Update
8. Finance Update
9. Board/Membership Communication Improvement

Meeting Minutes

1. Welcome and Introductions

Thomas LaRock, PASS President, welcomed the Board and the new Board member; Grant Fritchey, whose term started January 1st, 2015. He thanked everyone for attending the meeting, and went through the agenda and various housekeeping items.

2. Insights Development Workshop

The Board participated in a 2 hour Insights overview workshop designed to leave participants with a language and framework for understanding themselves, understanding others, and adapting and connecting. The goal of the workshop is to turn self-understanding into greater effectiveness as individuals and as team members.

3. Vote on December Board Meeting Minutes

Motion: I move to approve the December Board meeting minutes that were sent to the Board on January 12, 2015.

Motion: Denise McInerney

Second: Thomas LaRock

Adam Jorgensen	Abstain
Bill Graziano	Absent
James Rowland-Jones	Yes
Wendy Pastrick	Yes
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Grant Fritchey	Abstain
Sanjay Mishra	Abstain
Jennifer Moser	Yes

Motion passed (8 yes, 0 no, 3 abstain and 1 did not vote).

4. PASS Volunteer Leadership Policy

Wendy Pastrick opened the discussion by reviewing the first draft of the PASS Leadership policy she distributed to the Board. The purpose of the policy is to set some parameters and guidance to volunteers in leadership roles within the PASS community.

The Board had a discussion on the wide-ranging levels of Volunteer leadership roles within PASS and the commitment it takes to be successful acknowledging the multitude of obligations people have inside and outside of PASS.

Adam Jorgensen added that from a governance and common sense perspective it's important that the Board agree to put this policy in place in order to support direction and guidance around strategic volunteer leadership. The goals for the policy are to develop leadership and provide coaching with some built in flexibility based on due diligence of each situation and role.

James Rowland-Jones echoed that putting a policy in place would be good guiding governance that would support and protect future PASS leadership and Boards.

Wendy thanked the Board for their input and committed to continue to work on the development of this initiative.

5. Global Growth – SQLRally Model/LATAM Regional Board Advisor

James recapped the divesting obligation of the Global Growth portfolio. Each of the community portfolios now has global growth initiatives driven by the ExecCo. In addition a SQLRally model that aligns with the international aspect of global growth was reviewed.

James highlighted the global growth focus for each portfolio as reaching the community and beyond; grow leadership and lead by example; enable engagement by evolving the operational framework for PASS; gauge performance of regions by activity based goals; and be passionate, relevant and influenced to connect throughout the PASS organization overall.

The Board is moving toward engaging new leaders in order to expand PASS' global influence. Jen Stirrup is currently in the EMEA Board seat and we have identified leaders in the LATAM region that meet the outlined criteria to bring on as Board advisors. Regional seat benchmarks have been set and we are hoping that the identified leaders will be in a position for eligibility to run in the 2016 PASS Board elections when there will be a LATAM seat up for election.

To move forward we are recommending a committee is formed with Adam as chair and individual portfolio owners being called on as required. This would be a yearlong global growth committee focusing on LATAM. Vicki Van Damme, PASS HQ added that we are beginning to strategize on our next region, but our current focus is on LATAM and filling that Board seat in 2016.

Motion: I move to create a one year term Global Growth committee chaired by Adam Jorgensen focused on facilitating community growth in the LATAM region.

Motion: James Rowland-Jones
 Second: Thomas LaRock

Adam Jorgensen	Yes
Denise McInerney	Yes
Bill Graziano	Absent
Wendy Pastrick	Yes
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Grant Fritchey	Yes
Sanjay Mishra	Yes
Jennifer Moser	Yes

Motion passed (11 yes, 0 no, 0 abstain and 1 did not vote).

James moved onto the SQLRally model by reviewing the influence and value of SQLRally. Ideally SQLRally would promote community growth across the globe; offer local communities the chance to host larger events in the area if none already exists; partner with their local Microsoft office; offer localized language content, and to grow speaker and leadership opportunities

Tim Ford added that SQLRally is also an avenue to increase the visibility and awareness of PASS.

The Board discussed the pros and cons of SQLRally, the differences between SQLRally and SQLSaturday and the possibility to run both in certain markets. The Board agreed that it may not be a new model that is needed but instead more flexibility to the current SQLSaturday and SQLRally models.

Adam thanked James and the HQ team for their contributions, hard work, and for everything that has been accomplished with the Global Growth portfolio over the past year.

Action: James, Tim, Vicki and Karla Landrum will review the feedback and respond with an updated presentation for options on a global regional event model.

6. IT Project Update

Adam gave an overview of how IT is currently dividing their time and shared an update of deliverables since the last IT prioritization. He reminded the Board that IT priorities are reviewed quarterly by the Board. Craig Ellis, PASS HQ added that there is an urgent IT request to integrate exact target with sales force so we can track which potential attendees are opening our emails from marketing and which potential sponsors are opening our eblasts.

Adam continued with a recap on the implemented changes that allow IT to prioritize projects and asked for feedback. We need to address what we need scoped. Everyone agreed that they know where IT projects stand and if they don't know they can get an update quickly. The Board is now aware of IT priorities which is an improvement overall. All of the cleanup is complete which means 99% of what is currently being worked on is enhancements.

Adam asked for feedback on the current process offline.

Wendy added that sometimes third party products make sense and is it better to purchase something. Adam added that is part of the scoping process and Vicki Van Damme, PASS HQ confirmed that it is a discussion for every project.

7. Summit 2014 Programs Update

Amy Lewis presented Summit 2014 program numbers and provided the Board with a high level update on the committee, Summit 2015 critical dates, and the addition of session attendance predictions. James requested a simplified flow chart to clarify what the programs process is. Amy's blog post outlines the "build a program" process and she clarified that there is currently a document under review.

8. Finance Update

Adam opened by thanking Sandy Cherry, PASS HQ for her constant valuable contribution to the budget process. He presented the six month financial update and gave a brief overview of the budget actuals that were sent out to the Board, outlining the previously approved budget exceptions. Adam reviewed the upcoming budgeting process and asked the Board to become familiar with their budget and to begin engaging their HQ counterpart.

Adam gave an update on revenue generated from Summit and how that is going back to the community. The Board had a discussion on utilizing revenue to grow the organization over the next few years; investments for PASS, and the PASS reserves policy.

Sandy added that the Board can access the financials on PASSnet.

9. Board/Membership Communication Improvement

Denise McInerney opened the discussion by reviewing PASS Board communication to the PASS community over the past year. The Board agreed that improvements are needed on how to get updates and communication out better and more quickly. Denise reminded the steps that were taken at Summit to enable community access to the Board with the community zone “office hours” and with the progress report on PASS Board goals at the Board Q&A.

Denise presented the comprehensive plan the Marketing team is working on to get community input and to improve communications and interaction with all PASS members.

The Board discussed the different marketing channels and how best to implement better communication to the community.

The meeting was adjourned at 4:45pm Pacific Time.

Day Two

Attendees: Thomas LaRock, Adam Jorgensen, Denise McInerney, James Rowland-Jones, Wendy Pastrick, Tim Ford, Amy Lewis, Jen Stirrup, Grant Fritchey, Sanjay Mishra, Jennifer Moser

Not in Attendance: Bill Graziano

PASSHQ Attendees: Sandy Cherry, Craig Ellis, Lana Montgomery, Janice Simpson, Vicki Van Damme

Attendance via Remote Audio/Video: Judy Christianson, Amy Lofstrom

Agenda for Discussion:

10. BAC Update
11. Annual Portfolio Goals
12. In-Person Board Meeting Schedule
13. Board Only Time
14. Next Board Meeting

Meeting Minutes

Thomas opened the meeting by welcoming everyone, reviewing the agenda and various housekeeping items.

10. BAC Update

Denise opened the discussion by updating the Board on the various items that will be covered on the BAC agenda item.

Jen Stirrup shared an update on the research and restructurings for the Business Analytics Conference since 2014 that has included a market research on redefining the target audience, a new approach to demand gen, updates to the program committee and turning the focus to community.

The Board discussed some of the speakers and their influence and eminence within the BA community. Denise added the importance of differentiating this conference from other data analytics conferences. Vicki thanked Denise, Jen Stirrup, Amy Lewis and Amy Lofstrom for their hours and hours of work on the BAC project.

Amy Lewis gave an overview of the BAC program with 32 sessions confirmed, 11 more in progress, 15 Microsoft sessions to come, 5 sessions reserved for vendors and further reviewed the list of confirmed speakers.

Denise gave an update regarding marketing goals and successes, forecast and actuals, closing the gap in registrations and demand gen details. Denise reminded everyone to spread the word and is confident we have identified the audience and have the right program for that audience.

Amy Lofstrom added details on the demand gen plan including email and LinkedIn campaigns and reminded the Board the focus is on the new target audience.

James presented the projected versus actual sales, the sales focus and approach, and gave an overview of the partner incentives. He updated the Board on the action plan for the BAC sales team, lead generation, and outlined the budget shortages.

Denise clarified that the Board has a clear picture of where and how additional resources could support progress in hitting the registration target for the Business Analytics Conference.

Motion: I move to approve a \$35,000 budget exception to support increased sales and marketing activities and resources for the PASS Business Analytics Conference.

Motion: Denise McInerney

Second: Adam Jorgensen

Thomas LaRock	Yes
Bill Graziano	Absent
James Rowland-Jones	Yes
Wendy Pastrick	Yes
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Grant Fritchey	Yes
Sanjay Mishra	Yes
Jennifer Moser	Yes

Motion passed (11 yes, 0 no, 0 abstain and 1 did not vote).

Thomas thanked Denise for chairing the BAC committee up until now and announced the appointment of Jen Stirrup as the new chair of the committee. The committee will still conclude on the initial timeline of one year with the end date being June 30, 2015.

Jen confirmed the composition of the committee would remain the same which includes Denise serving on the committee. Jen reviewed the 2015 calendar year plan for the committee noting the strategic leadership of BA will continue to be driven by the committee.

Denise presented a slide on the community development timeline to engage the Board in a discussion on how to build the Business Analytics community within PASS.

Denise thanked the Board for participating in the plan for BAC messaging.

11. Annual Portfolio Goals

Adam presented the Executive driven overarching PASS goals for FY 2016 with focus on growing PASS' membership and increasing opportunities for members to connect, share and learn globally.

In order to make PASS the community leader in Microsoft data technologies, The Executive asked the directors to work with their HQ counterpart to be innovative in technology planning within their portfolio to deepen PASS's reach globally. Each portfolio should have a metric on how to deepen PASS' reach in EMEA, contribute to engagement in LATAM and to support and develop volunteers.

Adam gave an overview of the PASS Elections goals to drive engagement around elections. Continuing the FY 2015 plans to engage external communication channels to reach PASS membership with election related messaging. The Executive is strategizing on retaining Board advisors in LATAM to ensure the right programs are being offered and ultimately add a LATAM regional seat to the PASS Board.

The PASS directors presented the first version of their FY 2016 portfolio goals which begins on July 1, 2015. These goals will be aligned to the budgeting process for FY 2016 and the executive driven overarching PASS objectives as defined today.

12. In-Person Board Meeting Schedule

The Board discussed options for the next in-person meeting dates and locations.

The meeting was adjourned at 3:45pm Pacific Time.

13. PASS Board Only Time

The Board met in camera.

14. Next Board Meeting

The next Board meeting will be a teleconference on Thursday, February 12, 2015 at 2:00pm Pacific Time.