



PASS
Board of Directors Meeting
March 12, 2015 - Teleconference

Attendees: Thomas LaRock, Adam Jorgensen, Denise McInerney, Wendy Pastrick, Tim Ford, Amy Lewis, Grant Fritchey, Sanjay Mishra

Not in Attendance: Bill Graziano, James Rowland-Jones, Jen Stirrup, Jennifer Moser

PASSHQ Attendees: Judy Christianson, Craig Ellis, Amy Lofstrom, Lana Montgomery, Janice Simpson, Vicki Van Damme

Agenda for Discussion:

1. **Vote on February Board meeting minutes**
2. **BAC update**
3. **Chapter & Virtual Chapter comps and referral program**
4. **Abstract evaluation service and future plan**

Meeting Minutes

Adam Jorgensen welcomed the Board to the meeting and confirmed that everyone was prepared to vote on the minutes from the February Board meeting.

1. Vote on February Board meeting minutes

Motion: I move to approve the February Board meeting minutes that were sent to the Board on March 11, 2015

Motion: Adam Jorgensen
Second: Wendy Pastrick

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

Motion passed (6 yes, 0 no, 2 abstain and 4 did not vote).

2. BAC update

Denise McInerney reiterated the vision of BAC as expanding the PASS umbrella to include a new audience of data analysts and excel users. Continued Board collaboration is needed to get the correct messaging out to that new audience. Denise summarized the live interview she did with the Excel TV broadcast team. The Excel TV team was a big support in putting together the list of speakers for BAC and is very interested in

what PASS is doing in addition to getting the message out to the audience and listeners. Denise thanked the Board for their involvement on social media and asked them to keep it going.

Denise gave an update on the registration numbers and noted this was a very good week for registrations, including precons. She outlined the channels of communication that are working to reach the audience. One-on-one engagement from trusted sources are influencing the growth of the new community.

Denise reviewed the new BAC marketing initiatives that are in addition to the ongoing efforts.

Craig Ellis, PASS HQ gave a review of the BAC sales challenges and solutions. The sales team is focusing on identifying niche sponsors for the conference and has made some good progress over the past week.

3. Chapter & Virtual Chapter comps and referral program

Grant Fritchey recapped the email and financial spreadsheet he sent out to the Board regarding the Chapter budget pre-approval. The spreadsheet outlines the estimated comps and the Chapter incentive program costs.

Adam reminded the Board that the budget pre-approval is an annual exercise that was agreed upon last year by the Board. It includes the Chapter and Virtual Chapter leader comps as well as the Chapter incentive program. It is time sensitive in order to give potential attendees the opportunity to register for Summit prior to the April price bump.

The Board had a discussion on the annual process for the pre-approval, clarified the dollar amount of the budget exception request, and discussed where the funds would be utilized.

Motion: I move to approve an FY 2016 budget preapproval of \$102,000.00 to fund Virtual and Global Chapter comp passes, and the Chapter incentive program for Summit 2015.

Motion: Grant Fritchey

Second: Wendy Pastrick

Thomas LaRock	Yes
Adam Jorgensen	Yes
Denise McInerney	Yes
Bill Graziano	Absent
James Rowland-Jones	Absent
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Absent
Sanjay Mishra	Yes
Jennifer Moser	Absent

Motion passed (8 yes, 0 no, 0 abstain and 4 did not vote).

4. Abstract evaluation service and future plan

Amy Lewis reviewed the abstract evaluation service that was done this year. She gave an overview of the committee numbers, how many abstracts were reviewed, and the average number of time spent on each abstract. Amy outlined the feedback and challenges from the committee. The abstract review will be done again for Summit 2016 and the committee would like to focus on carrying this service beyond summit.

Denise applauded the committee for the innovation and felt that overall it was well received.

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The Board had a discussion about speaker selection and submissions and felt more discussion was needed to discuss options beyond Summit.

The meeting was adjourned at 2:48pm Pacific Time.

Next Board meeting

The next Board meeting will be via teleconference on Thursday, April 9, 2015 at 2:00pm Pacific Time.