



**PASS**  
**Board of Directors Meeting**  
May 15, 2015 - Teleconference

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

**PASSHQ Attendees:** Judy Christianson, Charlie Yates-Bishop, Craig Ellis, Georgia Dahle, Lana Montgomery, Janice Simpson, Vicki Van Damme

**Agenda for Discussion:**

- 1. Vote on April Board meeting minutes**
- 2. BAC update**
- 3. June Board meeting**

**Meeting Minutes**

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

**1. Vote on April Board meeting minutes**

**Motion:** I move to approve the April Board meeting minutes that were sent to the Board on April 30, 2015

Motion: Adam Jorgensen  
Second: Amy Lewis

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

**Motion passed (9 yes, 0 no, 2 abstain and 1 did not vote).**

**2. BAC update**

Jen Stirrup reiterated why PASS plays such a critical role in Business Analytics and shared the four types of analytics capabilities. Business analytics is about enabling data to executives to become data driven decision makers. Organizations need individuals who understand data. An obstacle for businesses is a lack of internal BA resources as they expand their BA capabilities. Jen reviewed BA expenditure, funding and trends.

Georgia Dahle, PASS HQ, presented the opportunity PASS has in support of the business analytics community. In preparation for BAC 2015 we recognized the target audience as people who work in business and data analytics with a focus on the Microsoft platform that have a desire to learn about a variety of

methods to make data based decisions. Gartner research data predicts there will be well over 4 million analytics jobs in 2015. Companies will struggle to find big data talent due to a shortage in well-trained people. There is a critical mismatch between supply and demand. PASS has the opportunity to be at the forefront of programming to build a community to present content at a conference that can support that. Georgia shared the BAC 2015 survey results which indicate an alignment with the goals and vision for BAC. Attendee titles show the right audience was attracted, loyal promoters have been gained, and community influencers were engaged. The beginning of a BA community has been ignited.

Charlie Yates-Bishop, PASS HQ, reviewed the sponsorship sales and results numbers. Following the sponsor survey from BAC 2015, 87% of exhibitors and sponsors are interested in future BA conferences.

Vicki Van Damme, PASS HQ, updated the Board on possible venue options for BAC 2016. The Board discussed the pros and cons of the San Jose convention center versus the Fairmont San Jose, for BAC 2016. Should the San Jose Convention center request a commitment to the contract we will decline the space knowing the Fairmont is on hold until the Board can make a final decision for the future of BAC.

Georgia reviewed the conference approach, resources and strategic direction for BAC 2016.

Charlie reviewed the health of sponsorship and sales pipeline for BAC 2016.

A more comprehensive review of the BAC2015 will take place in-person at the June Board meeting.

### **3. June Board Meeting**

Vicki encouraged Board members to schedule time with their PASS HQ counterparts while in Vancouver during the Board meeting.

### **Next Board meeting**

The next Board meeting will be in-person in Vancouver on June 2 & 3 2015.

The meeting was adjourned at 2:53pm Pacific Time.