



PASS

Board of Directors Meeting

October 26, 2015 – In-person PASS Summit

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

Attending via Audio/Video: Amy Lewis

Board Advisors/Guests: Diego Nogare, Eduardo Castro, Ryan Adams

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Georgia Dahle, Craig Ellis, Elizabeth Jeffs, Lana Montgomery, Janice Simpson, Boris Tabakman, Vicki Van Damme, Sonya Waitman

Agenda for Discussion:

1. **Presidents Welcome**
2. **Leadership Policy Vote**
3. **Portfolio Assignment**
4. **September Board Meeting Minutes Vote**
5. **IT Update**
6. **Summit 2015 Registration Update**
7. **Finance Update**
8. **Recognition for Bill Graziano**
9. **Summit On-site Marketing Update**
10. **BAC Update**
11. **Summit Tour**

Meeting Minutes

1. Presidents Welcome

Thomas LaRock opened the meeting by welcoming the Board and the LATAM Board advisors Diego Nogare and Eduardo Castro. He also congratulated and welcomed Ryan Adams, 2015 director elect. Thomas handed over the new PASSHQ introductions to Vicki Van Damme, PASS HQ, who introduced Sonya Waitman as Sales Director, Boris Tabakman as IT Manager, and Elizabeth Jeffs as Sr. Community & Project Coordinator.

Thomas talked about Summit being the most wonderful time of the year and the impact the PASS community has had on his career. Many years ago he was offered advice from Kevin Kline a past Board member, and that was to remember that PASS comes first when making choices; what's best for the membership as a whole, not just within your portfolio. If you do that, then everything else will fall in line.

2. Leadership Policy – Vote

Wendy Pastrick reminded the Board that they would be voting on the Leadership Policy today and she welcomed Elizabeth Jeffs, PASS HQ to the meeting in case there were any more questions.

Motion: I move to approve the Volunteer Leadership policy version 6 that was sent to the Board on September 11, 2015 by Wendy Pastrick.

Motion: Wendy Pastrick
Second: Tim Ford

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

Motion passed (12 yes, 0 no, 0 abstain and 0 did not vote).

3. Portfolio Assignment

Adam Jorgensen presented a recap of the PASS Board portfolio assignments for 2016 noting that he had individual conversations with each Board member prior to the meeting today.

The portfolio assignment for the PASS Directors at large for 2016 are:

Wendy Pastrick—Virtual Chapters
Tim Ford—Membership
Jen Stirrup—Business Analytics Community
Grant Fritchey—SQLSaturday
Ryan Adams—Programs

The Chapters portfolio leadership will be filled by the Board member who will be appointed to the upcoming vacant seat in January 2016. Until then, Grant Fritchey will continue to provide support for Chapters and will oversee the portfolio's transition to the newly appointed Director at Large in January.

Adam asked the directors to meet with each other on handing over portfolios to allow for a smooth transition. A blog post will be going out announcing the 2016 portfolios on the PASS blog.

4. September Board Meeting Minutes

Motion: I move to approve the September Board meeting minutes that were sent to the Board on October 13, 2015.

Motion: Adam Jorgensen
Second: Thomas LaRock

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

Motion passed (12 yes, 0 no, 0 abstain and 0 did not vote).

5. IT Update

Adam opened the presentation by outlining the goal of the update today is to summarize the IT priorities and the IT focus for the rest of the year to get us to January.

Vicki Van Damme, PASS HQ, presented the road ahead with Boris Tabakman as IT manager at PASS HQ bringing new leadership with improved process and structure for the IT team. The focus will be on operational priorities and outcomes as well as building a foundation for future initiatives and success.

Boris Tabakman, PASS HQ, outlined the IT strategy adding that the short term focus will be on process improvements aimed at increase quality and ultimately velocity. The Board can expect to see engagement from IT to review timelines and progress including collaboration with project owners to fully understand potential implementation costs.

Vicki noted that the January Board meeting will be the first of regular quarterly IT status updates that will include a refined road map. In December we will collaborate with each Board member to get a full understanding of direction and any additional resources that may be required to include all projects on the IT roadmap.

Denise noted that it was very encouraging to see process improvements such as Agile – DevOps on the immediate PASS HQ priorities.

6. Summit 2015 Registration Update

Denise McInerney outlined the two separate marketing updates that are on today's agenda. This agenda item will outline Summit registration with an update from Georgia Dahle, PASS HQ, and further a sales update from Sonya Waitman, PASS HQ. The second item on the agenda later in the day will be a Board activity and communications on-site Summit update.

Georgia Dahle opened with updating the Board on the Summit registration numbers as of Sunday evening. The final numbers for registration and expenses will be made available post Summit once reconciliations are complete. We will be presenting those numbers at the January Board meeting. Georgia presented the registration year over year return rate with a very strong alumni return rate. The Board discussed increased Microsoft registrations at Summit 2015 as well as the MVP and international registration numbers. There was further discussion on considerations in engaging the broader community. Georgia also summarized the future consideration insights and strategy that will be presented in more detail at the January Board meeting.

The Board had a discussion on how to attract new audiences to the PASS Summit. Thomas noted that the differentiating factor is that we invest in the people who become members and then take the time to connect year round. Its people who are interested in helping others before themselves. Denise talked about the industry change and the need to keep ahead of the curve when it comes to our core offerings.

Sonya Waitman, PASS HQ, gave an overview of the sales program starting with the financial highlights and revenue growth, noting that relationship based sales and lofty targets work. That was a winning strategy by James Rowland-Jones and the Sales team saw great success this year. Sonya also reviewed some of the challenges where specific targets were not achieved.

Sonya outlined the positive impact of the GAP program and how that grew the pie of sponsorship. James Rowland-Jones thanked Sanjeet Gandham, PASS HQ, for her coordination, engagement and interaction with the GAP partners. He also thanked Charlie Yates-Bishop for her contributions over the past year. Sonya noted that we are up to 15 sponsors from 12 sponsors from 2014. GAP partners are finding value with the program and are increasing their investments in the PASS Community year round.

James and Sonya thanked the entire sales team. Adam added that the goal was lofty and asked for a round of applause for the sales team.

7. Finance Update

Adam updated the Board on converting PASS to a 501 (c) (3) non-profit organization. There is potential there now largely due to the diversification of our revenue. It's not a sure thing but we are excited to pursue it. Adam outlined the benefits as the vendors we pay for, the cost of those things goes to pennies on the dollar because we would qualify for non-profit pricing. There are also implications for sponsors where sponsorship money would then be going to a different type of organization.

Adam thanked Sandy Cherry and the team at HQ for their hard work on the PASS budget and that we can proudly say that 78 cents of every dollar goes back into the PASS community.

Adam summarized the financials for 2015 and highlighted our revenue as mainly from Summit with some coming in from BAC, which was not there in the past. The community that we are creating for all data professionals continues to grow. Adam outlined the actual spending versus budget. The day two keynote at Summit will once again act as the Annual General Meeting and financials will be shared with the community. Adam updated the Board on where we wound up for the year in the overall budget. We came in a little lower on expenses as well as our overall revenue, and added, we did accomplish all of the investments we made. We are going to be able to continue to set goals and make investments to support growth.

Adam updated the Board on the total reserves which showed an impressive 11.6% growth for FY 2105 and gave a recommendation on what would be voted on at a future PASS Board meeting for CD further investments. He also gave a historical annual gross revenue update and projected how to sustain the growth.

Adam recognized, Sandy, Simon and the rest of the PASS HQ finance team for all their hard work and research.

8. Recognition for Bill Graziano

Thomas LaRock presented Bill Graziano a gift and thank you from the Board for his 10 years of service on the PASS Board.

Judy Christianson thanked Bill on behalf of PASS HQ.

9. Summit On-Site Marketing Update

Georgia updated the Board on the briefing document in preparation for the Board Q&A and to support conversations that you may have with community members during the week of Summit. Georgia gave an update on the flow of the Q&A and that Denise will be opening and moderating. The Board had a discussion about the blogger Q&A that will take place immediately after the Board Q&A.

Denise updated the Board on the Anti-Harassment committee on site as Judy Christianson, Thomas LaRock, Denise McInerney and Grant Fritchey. The Anti-Harassment number is included in all badges for registrants. We have posted a code of conduct policy this year at registration and in a variety of places throughout the WSCC.

10. BAC Update

Jen Stirrup gave an update on the sessions and registrations for the BA Conference in 2016 in San Jose. She thanked Microsoft for their continuing sponsorship of the BA Conference. Jen announced Jer Thorp as the keynote speaker who was a data artist for the New York Times and does work with MOMMA and NASA. Jen

thanked Teresa Cheung, Angie Horel, Georgia Dahle, Vicki Van Damme and the whole team who worked on abstracts.

Denise gave an update on the evolution of BAC and that it is exciting to see a crossover of Summit and BAC speakers as well as some of the core community starting to shift to analytics. The audience is reaching out to the BAC community. The Board discussed how to support BAC.

11. Summit Tour

Vicki Van Damme took the Board on a tour of the WSCC and TCC at PASS Summit.

The meeting adjourned at 5:10pm Pacific Time.

Next Board meeting

The next Board meeting will be via teleconference on November 12 at 2:00pm Pacific Time.