

Application Information

IMPORTANT: Please note that your answers to all of the following questions will be published and made public on the PASS elections website (<http://elections2011.sqlpass.org>). Your email address and the email addresses of your public references will be public. Other contact information (including but not limited to phone numbers, mailing addresses, etc.) will be redacted for privacy reasons.

The following will not be published:

Part One

Your home phone
Home address
Work phone
Work address

Part Eight

PASS Volunteer Reference
 Phone #
 Email Address
PASS Public Reference
 Phone #
Personal and Work Reference
 Name
 Phone#
 Email Address

PART ONE - CONTACT

1. Please provide your Contact Information:

Name: Denise McInerney
Home Phone: <redacted>
Home Address: <redacted>

Employer: Intuit
Department: Partner Solutions
Job Title: Staff Database Administrator
Work Phone: <redacted>
Work Address: <redacted>

Email: denise.mcinerney@sqlpass.org
Years of Experience in SQL Server: 13

PART TWO - EDUCATION

2. Education (list all appropriate types of educational experience - Degree, Diploma, University - please detail location):

Bachelor of Arts, Political Science, Boston University

PART THREE - COMPANY/PROFESSIONAL BACKGROUND

3. Describe your company's business:

Intuit provides financial software and services to serve small businesses, accountants and consumers. Our products include QuickBooks, TurboTax, Quicken and Mint.com

4. Please provide your current job title:

Staff Database Administrator

5. Please describe your primary job responsibilities:

I work as a development DBA on the team that supports one of the company's e-commerce web sites, www.intuitmarket.com. My responsibilities include schema design, T-SQL coding and query tuning. I work with the software engineers to implement new features and applications for the business. I manage multiple development and testing environments and am responsible for change control for all database environments including production. I collaborate with the operations DBAs on the architecture and implementation of the HA/DR solution for the database tier.

I am also acting data architect on a large project involving migration of customer and order history data from one CRM system to another.

PART FOUR - STATEMENT OF INTENTIONS (Short Essay Format)

(Please note that these answers should relate to your public campaign platform)

6. Please discuss why you would like to serve on the PASS Board of Directors:

I believe in PASS' mission to connect, share and learn. I have benefited both professionally and personally from the educational and networking opportunities the organization offers. I believe PASS is doing the right things and I would like to see the organization build on its impressive set of offerings to continue to grow in both size and influence. As a board member I can have a direct impact on the direction of PASS. I think that my extensive PASS volunteer experience puts me in a strong position to serve the organization in a leadership capacity.

7. Tell us about your accomplishments in other volunteer organizations; detail the key things you learned from these experiences:

I have had the opportunity since college to work in a variety of volunteer organizations, some regarding political issues and others that were related to my hobbies. My experience has taught me that effectively organizing volunteers requires providing a balance of both leadership and empowerment.

8. If elected to the PASS Board, what goal would you set to contribute to the benefit of PASS? How would you work to accomplish that goal?

I think PASS is doing the right things. If elected my primary goal would be to offer my insight and leadership to help PASS continue to grow and offer its remarkable training and networking opportunities. I think we could better leverage some of our educational offerings to promote PASS as an organization. I think my ability to effectively work with volunteers is a strength that I would bring. I agree with the direction the Board is taking to further empower volunteers and give them opportunities to take on more responsibility. I can contribute moving the organization forward in that area.

As a newly-elected director it would also be important for me to gain a deeper understanding of the current priorities the Board has set before trying to pursue a specific initiative or project. It is a director's job to keep the big picture in mind when making decisions about how to allocate the organization's money and volunteer resources.

PART FIVE - LEADERSHIP AND MANAGEMENT (Short Essay Format)

9. Please describe your management and leadership background, listing specific examples of teams or projects:

I have been the senior DBA on a team and have had responsibility for training and mentoring junior staff. I currently coach a young software engineer on my team and am responsible for the training of a new hire.

I have been the project lead or driver on many projects over the years. Some examples:

- Implementation of a login system for a web property. The team included 15 people in three locations.
- Several data conversion projects involving planning, design, testing and deployment and requiring coordination with software engineers, QA and operations DBAs
- Project to improve collaboration of a globally distributed team with members in the US and India.

10. Are you or have you been a member of any board (volunteer or professional)? Please describe:

I have not been elected to any boards. Over the years I have served on steering committees for a variety of organizations, mostly in the political arena.

11. Do you have formal management or leadership training? If so, please provide details of this training and an example of a time this training was directly beneficial:

Through my employer I have had the opportunity to participate in a variety of professional development and leadership classes including Facilitative Leadership, Personal Insight Inventory, Five Dysfunctions of a Team, and Leading Change. Last year I attended a four-day leadership training that included modules on decision-making, change management, interaction styles and 360 feedback from management and peers.

I draw on lessons from these trainings regularly in my day-to-day work and volunteer life. In one way or another they all taught me to better understand group dynamics and effectively work with different

styles. While sometimes difficult to hear, direct feedback helps me understand how what I say and do is perceived by others. This knowledge has helped me figure out when I need to adjust my own style in different situations.

12. Have you participated in any strategic decision-making processes? Please provide details of specific instances:

The entire process of creating and building the Women in Tech Virtual chapter has been an exercise in strategic planning. From the beginning I looked to make WIT an integral part of PASS rather than something separate. That was a conscious strategic decision. I asked the organization for resources and support. I knew that if we succeeded it would make a contribution to the overall growth of the organization and offer an important service to women in PASS.

I approached board members and collaborated with HQ on the initial launch of the WIT SIG. I put out a call for volunteers and soon WIT had a core of people beyond myself who were involved in planning for the luncheon. Each year we have chosen topics that we think will have broad appeal and will make a positive contribution to people's understanding of WIT issues. We invite speakers with an eye toward having panellists with diverse experiences which also broadens the discussion. We strive to make sure the character of our events is positive and encourages communication rather than dividing us by gender. Every year we review the evaluations of the luncheon to see if we are meeting the needs and expectations of participants. The end result is an event that has grown from 50-60 attendees in the beginning to about 500 in 2011.

Securing sponsorship has been another strategy to help WIT sustain itself and leverage the value of WIT to make a contribution to the financial health of PASS. The WIT Summit luncheon has been sponsored for the past three years.

I have also made strategic decisions about how to lead and manage the VC itself. Over time we have added roles to better utilize the increasing number of volunteers. We consistently seek opinions and feedback from the membership. Major decisions are made during monthly meetings that are open to any member who wants to attend. Over time more women have stepped up as leaders of the VC. We now have a strong committee leading the chapter. In 2011 I moved into the role of advisor to continue the leadership transition. Planning for succession was part of my vision for the WIT VC's growth.

13. Please describe your background/experience in dealing with organizational finances, including the size of the organization and sizes/types of budgets involved:

While I am not directly responsible for P&L in my job, we are all expected to be aware of revenue and expense targets and make appropriate decisions. We regularly review financial results and budgets.

In one of my previous hobby volunteer experiences I served as treasurer of a cat club for five years. The annual budget was about \$30,000. Each year we put on one event (a cat show) and I proposed a budget for both income and expenses. Each event either broke even or made enough profit that we were able to donate funds to an animal charity.

PART SIX - ACTIVITIES (Special Interest Groups, Committees or other activities)

14. Please describe your past volunteer history with PASS. Specifically cover both event speaker and non-speaker volunteerism:

I attended my first PASS Summit in 2002. I first volunteered for PASS in 2003. I served on the Program Committee as an abstract reviewer for the DBA track for the 2004 Summit. I spent a total of 4 years on the Program Committee, three years selecting sessions and one year as Program Committee manager.

In 2004 I helped with the Women in Technology (WIT) luncheon and in 2005 I became the main organizer of the event, working under the umbrella of the Program Committee. After the 2005 Summit I approached then-president Kevin Kline and other Board members about forming a WIT organization within PASS. It was recommended that I utilize the existing Special Interest Group (SIG) structure. At the 2006 Summit we announced the formation of the WIT SIG. I served as the first WIT SIG leader. A couple of years later the SIGs became the Virtual Chapters. I was WIT SIG/VC chair or co-chair for a total of 5 years.

In 2010 I served as a member of the Nominations Committee for the Board of Directors election.

I started speaking at local chapter meetings in 2007. I have spoken at both the Silicon Valley and San Francisco user groups, for a total of 8 times. I have spoken at the Summit four times, beginning in 2008. I have presented sessions in the DBA, PD, and AD tracks. In 2010 I was a panellist at the WIT luncheon. In 2011 I presented sessions at three SQL Saturday events: Phoenix, Orange Co. and San Diego.

15. Please give an example of a project you worked on for PASS that you followed through to completion. Describe how your specific contribution has benefited the PASS organization:

The PASS contribution I am most proud of is the founding and growth of the Women in Technology Virtual Chapter. The WIT VC has made the organization appealing to a broader layer of the membership and has drawn women into active participation. Its existence differentiates PASS from other organizations. The WIT luncheons and other events have fostered a discussion among the members that allows for a deeper understanding of challenges facing IT professionals. That in turn has contributed to the sense of community that is intrinsic to PASS' identity.

16. Detail your participation in other volunteer organizations/boards (be specific about your contribution and in what capacity):

I started volunteering in college. As a political science student I was very interested in world events and politics and I participating various student organizations organizing activities. Over the years I have volunteered with several organizations that were related to women's issues. I have done everything from chairing committees to working the phones.

A chronic "joiner", I usually find myself involved in helping to organize whatever activities I am interested in participating in myself. To that end I have been in various cat clubs that hosted local shows, contributing to the successful production of at least 10 cat shows. About a year ago I began competing with my dog in an obedience sport known as "Rally" and I recently was on a committee that hosted a local competition.

PART SEVEN - OTHER ACTIVITIES

17. Detail other professional certifications:
Microsoft Certified Technology Specialist

18. Detail any awards received:
I received the PASSion award for outstanding volunteer contributions to PASS in 2007.

19. Detail some of your more recent published professional articles, books, etc
I have not published any books. Examples of my writing can be found on my blog:
<http://weblogs.sqlteam.com/denisem>

PART EIGHT - REFERENCES AND BACKGROUND CHECK

(Please note that a short letter of recommendation from your references is highly beneficial, and should be included in the sections below.)

*Volunteer References - You **must** provide references from 3 PASS volunteers with whom you have worked during your volunteer tenure at PASS.*

<redacted>

*Public References – You should provide references from people who agree to support you publicly. These references **must** have reviewed this application and provided a written explanation of why they support your candidacy to be published with this application. (These may be the same or different people than your volunteer references above.)*

20. PASS public reference #1 (please provide daytime phone and email)

- a. Reference Name: Kathi Kellenberger
- b. Reference Phone #: <redacted>
- c. Reference Email Address: <redacted>
- d. Statement of Support from Reference:

I would like to recommend Denise McInerney as a candidate for the PASS Board of Directors. I have worked with Denise as a PASS volunteer since I joined the Program Committee in 2005. She subsequently became the manager of that committee before founding the Women in Technology SIG and then Virtual Chapter. Denise has also grown the Women in Technology Luncheon to the outstanding event that it is today. Very few members of PASS have given their time and talent to PASS the way the Denise has done. I think that she is a great leader, and running for the Board of Directors is the next logical step for her to continue on that path. The members of PASS will be well served by electing Denise to the Board.

21. PASS public reference #2 (please provide daytime phone and email)

- a. Reference Name: Bill Graziano
- b. Reference Phone #: <redacted>
- c. Reference Email Address: <redacted>
- d. Statement of Support from Reference:

I started volunteering for PASS with Denise in 2004 when we both volunteered for the Program Committee. In that time I've come to respect two specific skills that will serve PASS well. Denise is a fantastic communicator. She makes her points strongly and clearly and at the same time listens and understands alternate views. In an organization of smart, opinionated technologists this skill is invaluable to move the organization forward. She also builds organizations and teams that last. She was instrumental in moving the Program Committee from a group of volunteers toward the organized committee it is today. Even more impressive is the growth of the WIT group. She grew the leadership, chose great leaders and empowered them to run the organization. She leaves behind a well-organized, vibrant group that is positively impacting the community and growing a new generation of leaders for PASS. I have reviewed this application and I believe Denise will make a fantastic Board member.

22. PASS public reference #3 (please provide daytime phone and email)

- a. Reference Name: Wendy Pastrick
- b. Reference Phone #: <redacted>
- c. Reference Email Address: <redacted>
- d. Statement of Support from Reference:

Even though this is the first time Denise has run for the Board of Directors, I have been a long-time supporter encouraging her to do so. She is an incredibly well-rounded candidate, having worked on multiple committees over a span of nine (ten, eleven?) years of service with the PASS organization. Add to that Denise's vision, drive to succeed and her keen sense of perspective, and she will be an invaluable member of the Board.

When I first met Denise, she was working as a member of the Program Committee. As many people are aware, this requires many tireless and thankless hours of work to bring quality content to the Summit each year. Hours of application reviews, meetings with other Committee members and scrambles for last minute changes require a person who can communicate effectively with their team and not be afraid to make decisions. Denise possesses all of these qualities. She continued working with the Program Committee until deciding to take on a committee of her own, the Women In Technology Virtual Chapter.

Denise has a vision for the status of women in the technical community, and she wanted to do more than just pay lip service to the cause. When PASS was promoting growing the Special Interest Groups (SIGs), she was eager to jump up and say we needed a formalized Women In Technology group. There was some grumbling and some even expressed they thought the idea didn't have merit, but Denise persevered. Here we are, some 7 years later, and WIT not only is a successful Virtual Chapter, but the annual Luncheon at the Summit has grown from around 40 attendees to close to 500 this year! Not only is the PASS WIT group known now throughout the PASS community, but also has been sought out by other WIT-interested parties as a sound board for getting started. While the effort required to accomplish a task such as this is more than one person can afford, Denise has been an excellent leader for the group. She always has a keen perspective on what the WIT VC values are and an eagerness to spread the word which is inspiring! Denise is a leader; she is an enabler, helping women stand up and take charge where they once before may have been content to stand behind the scenes.

Finally, Denise is not afraid of getting her hands dirty to do the work that needs to be done. As a member of the Nominations Committee, she served our organization to ensure the rules and processes put into place by the Board of Directors was followed and implemented. Working with her as an advisor to the

Election Review Committee, she was not afraid to stand up and share her opinion on what changes she felt would be beneficial. I firmly believe that not only will Denise continue to support the organization, but she will also be a champion for the things which need to be changed and those which can be improved. Denise has not only the smarts, the ingenuity and the drive to accomplish these things at a Board level, but she also has the heart and the sincerity of someone who cares for this organization and wants to make it better.

Personal Reference – Optional

23. Personal reference (please provide daytime phone and email)

- a. Reference Name: Laura Messerschmitt
- b. Reference Phone #: <redacted>
- c. Reference Email Address: <redacted>
- d. Statement of Support from Reference:

I have known Denise for over 8 years, first as a colleague and now as a friend. I strongly support Denise for the position of Board Member for PASS. I could not imagine someone better suited for this position. Denise is motivated, competent, intelligent, thoughtful, and strategic. She is one of those rare people who can take high-level concepts and motivate people into action to accomplish goals. But, even more importantly, Denise is extremely passionate about PASS. Over the years that I have known her, she's consistently spoken about the role that PASS has played in her professional career, as well as the contributions that she's been able to make to other members of PASS. With Denise, you will not only get a stellar and high-performing board member, but also one who lives and breathes the PASS mission and will go the distance to help PASS succeed.

Work Related Reference – Optional

24. Work-related reference (please provide daytime phone and email)

- a. Reference Name: Ravi Shankar
- b. Reference Phone #: <redacted>
- c. Reference Email Address: <redacted>
- d. Statement of Support from Reference:

I've had the pleasure of working with Denise McInerney for the past 7 years at Intuit. She is an expert when it comes to SQL server database. She manages the databases for an eCommerce website that brings millions of dollars in annual revenue. She has profound knowledge about all aspects of data such as its integrity, performance which has made our application scale and perform so better over the period of years. In addition to her responsibilities as a Data Architect and Administrator, Denise also spends significant amount of time coaching and mentoring other team members. She is one of those who are not only strong technically but also has a brilliant sense of business acumen. She has the knack of seeing the "big picture", and influencing the business to make the right decisions. She is extremely thoughtful and courageous – asks thought provoking questions and helps to steer the conversation in the right direction. She empowers the team around her to step up and deliver better results. She is driven, motivated and always owns the outcome. These qualities are very well appreciated and she commands immense respect from both the engineering as well as business community within our Organization.

25. Have you ever been charged with a felony? If yes, were you convicted, and (briefly) what were the circumstances?

No.

26. I agree to the time and travel commitments required for this office: ___yes_____

27. My employer is aware of and agrees to the time and travel commitments required for this office: ___yes_____

PART NINE - SIGNATURE

28. "I, __Denise McInerney_____, hereby certify, on this date, __Oct. 18, 2011__, that all information I have provided or will provide in this document is true, and I agree to abide by all the terms and conditions listed within this document.

I agree to be considered a candidate for the position of Director-at-Large for the Professional Association for SQL Server. I understand that my email address may be made available to select PASS bloggers - screened and approved by PASS - during the campaigning period for the purpose of blogger interviews with candidates.

I am aware that the term for which I am applying begins January 1, 2012 and ends December 31, 2013. If elected, I agree to fulfil the duties and obligations of the elected position to the best of my ability." *(Please answer yes or no to all of the above):* ___yes_____