



NATIONAL SEARCH DOG ALLIANCE
Minutes of a Regular Meeting of the Board of Directors

January 4, 2018

certified

A regular monthly meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, January 4, 2018. President Norma Snelling called the meeting to order at 7:01 p.m. EST.

The following Directors were present and constituted a quorum:

Susan Fleming, Roy Pescador, Heather Proper-Van Valkenberg, Sherry Scruggs, Jen Skeldon, Norma Snelling, Sue Wolff

Members of the Board were asked if there were any corrections to the minutes from the December 7, 2017 meeting that was posted in the Google Drive NSDA shared folder. As there were none, the minutes were approved.

Officer's Reports

President's Report, Norma Snelling

President Snelling reported that she has booked rooms at the Microtel Inn, PHL airport, in February for the Executive Committee.

As of September 31, 2017, NSDA had eighteen (18) teams reported in its membership rolls. Of these, six (6) were not team memberships with NSDA or they had expired. They were merely several people belonging to the same team. In the aMember program, she has removed all team affiliations from the roster under "Teams" and put it elsewhere so only paid NSDA official teams are listed. She has requested current rosters from several teams. She was then able to compare the rosters with those listed as being members and see who had left the team and needed an annual membership or just dropped out of SAR. NSDA records now show fifteen (15) paid NSDA teams with two (2) more promising to join this month. However, one team had paid twice so their membership will likely be extended one more year. Linda Addy will now start entering team members into the aMember program.

President Snelling stated that NSDA has 291 members plus 27 Founding and Life members for a total of 318 members.

The first 62 plastic membership cards have been mailed out for October & November. Kim Veldheer will now pick up any team members who were not included and get cards for them so membership will be up to date. She is mailing them out with a welcome letter.

President Snelling reported that the newsletter has 1,416 readers.

Vice-President's Report, Susan Fleming

Vice-President Fleming reported that she is researching PODCASTS and analyzing their effectiveness especially in fund raising.

Secretary's Report, Sue Wolff

Secretary Wolff reported on Christmas cards being e-mailed. She is continuing to work with the Better Business Bureau (BBB) on items on which they need additional information.

The following are motions by made by e-mail:

On December 19, 2017, Sue Wolff made a motion, seconded by Susan Fleming, to approve the proposed 2018 budget as amended on December 19, 2017. Motion carried.

On December 28, 2017, Sue Wolff made a motion, seconded by Susan Fleming, to approve the additions to Section 2, Board of Directors, in the NSDA Policies and Procedures. The additions are the Effectiveness Assessment, Annual Affirmation and Annual Review of the President. Motion carried.

On December 29, 2017, Sue Wolff made a motion, seconded by Roy Pescador, to give the five (5) top producing Evaluators a free year's membership. Motion carried.

Treasurer's Report, Heather Proper-Van Valkenberg

No report received from the Assistant-Treasurer as he is out of town.

Program Report Synopsis, Sue Wolff

- Changed annual dues to \$45 and member's field testing to \$35 on website plus on forms as well.
- The NSDA Facebook page is continuing to acquire new followers and has now achieved over 1,400. There is basically no activity on Twitter and Instagram. A motivated volunteer needs to be assigned to these social media accounts.
- Currently there are 35 Evaluators on the Evaluator List.
 - Since the middle of August there have been:
 - 2 Apprentice Evaluators
 - 3 Principal Evaluators.
 - 1 Reinstatement.
 - 8 In process

Unfinished Business

President Snelling asked the Board for suggestions to solve the problem of numerous refunds for memberships. After it was ascertained that most problems were caused by recurring charges for yearly membership fees, Vice-President Fleming made a motion, seconded by Secretary Wolff, to remove the *Subscription* link on the website's *Join NSDA* page. Motion carried.

New Business

Presidential Performance Review, Susan Fleming

The President's Performance Review will be sent out tomorrow by the Secretary to the Board to be returned within two (2) weeks. It will be discussed with the President in a closed meeting following the Regular Board meeting on February 1, 2018.

Annual Self-Assessment, Norma Snelling

The Annual Self-Assessment form will also be sent out tomorrow by the Secretary to the Board to be returned within two (2) weeks. It will be discussed with in a closed meeting following the Regular Board meeting on February 8, 2018.

Fund Raising, Sue Wolff

Secretary Wolff stated that the possibility of purchasing fund raising software had been discussed previously by the Board and she wanted to know if this was going to be pursued. The matter was tabled for a future meeting.

Video conferencing, Sue Wolff

In an effort to comply with a face-to-face Board meeting requirement by the BBB, Secretary Wolff had inquired about Board member's video conferencing capabilities. Norma, Susan and Jen currently have video capability; four Board members would need to be on camera for a quorum.

Secretary Wolff reported on some research into webcam costs with information from Bestreviews.com. The top two webcams were:

1. Logitech HD ProC120 \$45.99 (from Amazon)
2. Microsoft Lifecam HD 3000 \$24.47 (from Amazon)

She reported that video conferencing software was available for free use and free download from:

1. Skype (Microsoft); already installed with Windows 10
2. Face Time (Mac only)
3. FreeConferenceCall.com

The general consensus of the Board was to continue with teleconferencing only.

Executive Committee Job Description in P&P, Norma Snelling

President Snelling stated that, other than a mention in the Bylaws, there are no written guidelines for the Executive Committee. Vice-President Fleming was assigned the task of creating one.

Website Procedures, Norma Snelling

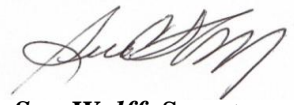
Currently there is no written policy on changes to the NSDA website. It was ascertained that Testing Administrator Sherry Scruggs and Secretary Wolff were the only ones currently contacting the Website Liaison with changes. President Snelling contacts the Web Master for major changes.

Vice-President Fleming asked Director and Education Program Manager Roy Pescador about educational videos he was to forward to Board members. Director Pescador said the videos had poor quality so he did not send them. When asked what this meant, he said that one video only followed a dog in the field and the other was shaky. Vice-President Fleming said that Susan Bulanda has some ideas and is willing to help so she will send him her contact information.

Vice-President Fleming asked Director Jen Skeldon the status of the K-9 ID cards. Director Skeldon said all vendors want a minimum order and the smallest amount she could find was ten (10) cards. Director Scruggs volunteered to work with Director Skeldon on this project; Director Skeldon is going to send her the card template she has developed.

Director Pescador suggested that the five top producing Evaluators be announced on the NSDA Facebook page. President Snelling said she will contact Evaluator Program Manager Nancy Acebo to see to it.

As there was no further business, Secretary Wolff made a motion to adjourn. The meeting was adjourned at 8:23 p.m. EST.



Sue Wolff, Secretary

Attachments: Complete Committee Reports as submitted

Secretary's Report, Sue Wolff

Secretary Wolff reported that 68 Christmas cards were e-mailed to Founding, and Life members, Board of Directors, Evaluators, and Program Managers. Of these, 37 were opened with the Founding members having the most unopened at 50%.

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Secretary Wolff stated that she is continuing to work with the Better Business Bureau (BBB) on seven (7) items on which they need additional information; 2-1/2 have been corrected.

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|---|--|
| 1. Evaluation of officers and staff | corrected by Affirmation & Assessments |
| 2. Board Policy on Effectiveness
as approved i.e. 1/2/18 | corrected by Affirmation & Assessment as soon |
| 3. Frequency of F-t-F meetings | working on video conferencing |
| 4. Annual Report 2016 | corrected to financial reporting by Programs |
| 5. Budgeting by Programs | submitted 2018 budget |
| 6. Written Privacy Policy | corrected by displaying prominently on website |
| 7. Ratio of program/expense
service activities: | at least 65% of total expenses to program
working on reallocation of accounts |

NSDA Social Media Metrics 2017**Facebook**

Date	Metric
	Likes
November 2014	434
January 6, 2016	895
January 1, 2017	1201
January 29, 2017	1224
March 1, 2017	1239
April 1, 2017	1252
May 1, 2017	1268
June 1, 2017	1293
July 1, 2017	1304
October 1, 2017	1335
October 30, 2017	1371
December 1, 2017	1384
January 1, 2018	1409

Twitter

Date	Metric
	Followers
January 1, 2015	5
January 6, 2016	11
January 1, 2017	32
January 29, 2017	32
March 1, 2017	36
April 1, 2017	36
May 1, 2017	36
June 1, 2017	36
July 1, 2017	36
October 1, 2017	36
October 31, 2017	35
December 1, 2017	36
January 1, 2018	36

Instagram

Date	Metrics
	Followers
January 1, 2015	8
January 6, 2016	22
	23
January 1, 2017	50
January 29, 2017	50
March 1, 2017	52
April 1, 2017	55
May 1, 2017	56
June 1, 2017	56
July 1, 2017	57
October 1, 2017	66
November 30, 2017	67
January 1, 2018	70

**NSDA – Evaluator Program Manager Report
December 1, 2017 – December 31, 2017**

Currently there are 35 Evaluators listed on the Evaluator List.

Since the middle of August there have been:

- 4 Apprentice Evaluators
- 5 Principal Evaluators.
- 2 Reinstatement.
- 8 In process

December has been a busy month. I have fielded some complaints and addressed them to the best of my ability.

I sent out a general information memo to all Evaluators with 3 points. They were: A. Amended General Evaluator Guidelines; B. Increased testing fees; & C. A note regarding membership expiration.

Now that the holidays are behind us, I anticipate more learning and a greater percentage of accuracy in the Evaluator Program

Nancy Acebo
1/3/2018