



NATIONAL SEARCH DOG ALLIANCE
Minutes of the Second Quarter Meeting of the Board of Directors
June 7, 2018
certified

The Second Quarter Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, June 7, 2018. President and Chief Executive Officer Norma Snelling called the meeting to order at 7:01 p.m. EDT.

The following Directors were present and constituted a quorum:

Susan Fleming, Heather Proper-Van Valkenberg, Roy Pescador, Anne Shehab, Norma Snelling, Sue Wolff

Absent was: Sherry Scruggs

Also present were: Leslie Kucinkas, Tracy Wessel

Officer's Reports

President & CEO's Report, Norma Snelling
Nothing to report.

Executive Vice-President's Report, Susan Fleming
Executive Vice-President Fleming stated that she has received several inquiries regarding a possible NSDA urban trailing standard. President and CEO Snelling said that NSDA has planned on adding this standard and will look into it when it is time to review the certifications. Executive Vice-President Fleming reminded everyone that Cam Daggett was the Trailing utility and workshop go-to person and should be included in the future drafting of this standard.

Corporate Secretary's Report, Sue Wolff
Nothing to report.

Chief Financial Officer's Report, Heather Proper-Van Valkenberg
There were no questions regarding the financial reports sent out via e-mail.

Program Reports

Communications Manager, Leslie Kucinkas
Manager Kucinkas reported that she, Tracy Wessel and Beverly Moody had met several times via conference call. They are working together on combining marketing and social media and to getting back to the reason for NSDA's existence. Their plan is to have two postings per week on Facebook so input is needed from members such as photos of NSDA certified dogs. Tracy Wessel is the person having final approval on posts to all of NSDA's social media.

Education Program

President & CEO Snelling reported that a new Education Program Manager had been appointed.

Evaluator Program, Kathy Adamle

Manager Adamle reported via e-mail that she and Robin Stanifer are catching up on all the applications and making sure the list is updated!! We are learning new things all the time with the change of personnel.

Testing Administrator/Resource Chair, Sherry Scruggs
Absent, no report sent.

Newsletter, Norma Snelling

Editor Snelling reported that there are 1,438 subscribers to the newsletter. She said that the paper seems to have reached a plateau and it needs to grow.

Marketing, Beverly Moody

Manager Moody reported by e-mail:

Target Audiences

- General public: local communities and national
- NSDA members and search team members; renewing members
- Companies/Businesses
- Organizations that will deploy teams:
 - Police, fire, DNR, tribal councils, local government officials, who else? ...

Media Relations

- Write talking points: 3-5 of the most important things we always want to say about NSDA (everything should always tie back to these point). I need guidance in writing these points.
- Local, community-specific press release distributed for each team that earns NSDA certification (I'll distribute for past certifiers, too, I suggest everyone within the last year)
 - Targeted at media in the member's home town
- Seminar press release
 - Distribute to local media, 2 weeks before seminar
 - Identify person to be interviewed onsite (instructor?)
 - Hope to secure onsite media coverage

Marketing

- Promote NSDA seminars (Need details on Michigan seminar; are there others planned?)
 - Send to members:
 - Seminar registration flier
 - Frequent reminders of seminar, up to week of seminar
 - Create a Facebook group for people as they register for the seminar
 - fosters camaraderie, builds excitement, details on camp - what to bring, what to expect ... carpooling?
 - Distribute text for teams/organizations to email; post on their Facebook for their members
 - Do we have contact info for all teams/members?
 - Merchandise to buy at seminar/camp: (Leslie and I could man this in MI)
 - NSDA Long-sleeve t-shirts
 - NSDA Water bottles, knit or baseball hats?
 - Limited selection of pop, water, snacks

- FREE to Members:
 - Post materials and directions on private NSDA members Facebook page
 - Create ready-to-print bandit signs for teams to post when training
 - Teams download graphic for sign, fill in team name, print and laminate
 - Example: Team logo; “Search & Rescue Training – Working Dogs Off-Leash”; A member of National Search Dog Alliance
 - Easy-to-duplicate/SAMPLE request for permission letters (Request permission to train at state parks, schools, stadiums ...)
 - Easy-to-duplicate/SAMPLE letter request to medical school for cadaver parts

Corporation Support

- Where do we shop? Who should I target?
 - The Bone Room (discounts?)
 - REI, Cabela's ... (discounts?)
 - Dog Gear (discounts?)
 - American Red Cross
 - free or discounted first aid/CPR certifications?
- Grants
 - Does anyone know of any?
 - Gas companies?

Membership, Peggy Ann Buchman

President and CEO Snelling stated that she has briefed Manager Buchman on the aMember program for membership but the Manager needs to update computer hardware/software before she can access the program.

PODCASTS, Eva Briggs

Absent, no report.

Alliance Products, Norma Snelling

President and CEO Snelling recounted that net sales for May were \$76.87.

Social Media Supervisor, Tracy Wessel

Supervisor Wessel is working on a calendar for social media with the days named i.e. public service day, take your dog to the park day, etc. She plans to have an album of NSDA certified dogs on Facebook and needs input for this from members. She is also going to promote some of the seminars listed in the newsletter to Facebook for more coverage.

Testing Manager, Karen Nesbitt

Absent, no report.

Unfinished Business

Attendance at Board Meetings, Policies & Procedures, Norma Snelling

At their May meeting, the Executive Committee discussed board member attendance and recommended adding wording defining excused and unexcused absences as well as laying out the number of unexcused absences that were allowed before termination. The proposed new

wording for the Policies and Procedures as well as the Annual Affirmation was discussed and several changes were recommended. Corporate Secretary Wolff was tasked with reworking the two documents.

Recognizing outgoing BOD member S. Fleming, Norma Snelling

President and CEO Snelling recognized outgoing Board member and Executive Vice-President Susan Fleming for all the exemplary work she has done on the Board for NSDA. Executive Vice-President Fleming has been on the NSDA Board for two three-year terms. During that time, she has served as President for two terms and Executive Vice-President for one. She has been in charge of Membership and increased it significantly especially in the Team arena. She did the same thing when she headed up the Evaluations. She has been a huge asset to NSDA and is a life member of the Alliance.

New Business

Election of Officers, Norma Snelling

The floor was open for nominations for officers for the upcoming June 2018-May 2019 session of the Board.

Corporate Secretary Wolff nominated Norma Snelling for President and CEO. As there were no other nominations, she was chosen for the office.

Chief Financial Officer Proper-Van Valkenberg nominated Sue Wolff for Executive Vice-President. As there were no other nominations, she was chosen for the office.

As there were no nominees for Corporate Secretary, President and CEO Snelling pointed out that NSDA officers are allowed to serve in two positions. Director Roy Pescador then nominated Sue Wolff for Corporate Secretary. As there were no other nominations, she was chosen for the office.

Director Roy Pescador nominated Heather Proper Van Valkenberg for Chief Financial Officer. As there were no other nominations, she was chosen for the office.

As there was no further business, Corporate Secretary Wolff moved that the meeting be adjourned. The meeting ended at 7:58 p.m.



Sue Wolff, Corporate Secretary