



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Annual Meeting of the Board of Directors

October 4, 2018

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The Annual Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, October 4, 2018. President and Chief Executive Officer Norma Snelling called the meeting to order at 7:03 p.m. EDT.

The following Directors were present and constituted a quorum:

Norma Snelling, Sue Wolff, Sherry Scruggs, Heather Proper-van Valkenberg, Roy Pescador.

Absent was Anne Shehab.

Also present were: Rena Ferguson, Leslie Kucinkas, Adrienne Wisok, Julie Grinnell, Brendan Fike, Rachael Kravitz.

Members of the Board were asked if there were any corrections to the minutes from the September 6, 2018 Regular Meeting which were posted in the NSDA folder on Google Drive. As there were none, the minutes were approved.

Officer's Reports

President & CEO's Report, Norma Snelling

President & CEO Snelling apologized for not being active in the past several weeks as she was dealing with a family situation and thanked Executive Vice-President Sue Wolff for filling in for her.

Executive Vice-President's Report, Sue Wolff

Executive Vice-President Wolff stated that she has been working with Marketing Program Manager Beverly Moody on a brochure about NSDA's certifications and that it is progressing well.

Corporate Secretary's Report, Sue Wolff

Corporate Secretary Wolff said she is collecting documents to send to the NSDA webmaster for posting on the NSDA website as he likes to have more than one at a time. Included in those documents are the updated Program Managers Chart, August meeting minutes, new Acceptance of Risk form, 2017 Form 990 (to replace Form 016), Evaluator List by Name, Evaluator List – Disaster. The approved September 6, 2018 minutes will also be included.

She stated that no motions were made by email.

Chief Financial Officer's Report, Heather Proper-Van Valkenberg

Chief Financial Officer Proper-Van Valkenberg stated that the financial reports for January through September have been sent to all Board members. There were no comments or corrections.

Program Reports

Communications Manager, Leslie Kucinkas

Communications Manager Kucinkas reported that letters had gone out to K-9 handlers, members and Evaluators regarding sending pictures to her for an NSDA public service announcement. She stated that one video had been received and, although excellent photos of dogs have been received, they are of K-9s in a sitting pose. She said more action shots are needed as well as more videos so she plans to send out another letter to the same group. She plans to post all the photos on Google Drive.

Communications Manager Kucinkas also met with Marge Webb regarding her seminar planned for the Spring of 2019. They were able to finalize some arrangements and set targets for various other portions of the seminar.

Education Program, Adrienne Wisok

Education Manager Wisok said she has finished the edits for the First Aid/CPR PowerPoint and is working on the voiceover. She credited a former Army veterinarian who currently works with the Penn Vet Working Dog Center with assisting her work on the presentation. She inquired as to the possibility of uploading the finished PowerPoint as a webinar and asked for opinions from Board members: Should it be free? Should there be a fee? Who should have access? President and CEO Snelling said that she will call Education Manager Wisok to discuss.

Education Manager Wisok also said that she received a phone call from a K-9 Handler Valenza from the Philadelphia Police Department about a first aid/CPR seminar for the department. She is continuing to communicate with him to try to sort out the details.

Motor City Brewing Works has indicated that they are interested in creating a seasonal NSDA beer with a portion of proceeds going back to The Alliance.

Education Manager Wisok will be presenting a first aid/CPR class at the seminar that Marge Webb is planning.

In June of 2019, Education Manager Wisok has been invited to speak at the UK College of Scent Dogs in England and is looking for input on how to present NSDA. Are we interested in creating a partnership in the UK? What level of exposure do we want?

Evaluator Program, Kathy Adamle

Absent. No report sent.

Evaluator Administrator, Robin Stanifer

Karen Nesbitt asked Administrator Stanifer about regional testing. Is NSDA going to cover the costs? Administrator Stanifer stated that the intention is to let teams know that NSDA will pick up all costs and it will not cost the team anything. Teams are to set up locations, supply radios, do legwork, etc. The goal is that there will be no financial burden for the teams. The possibility for giving discounts to team members or giving back a portion of proceeds was discussed. President & CEO Snelling said she will contact Administrator Stanifer to discuss.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that four new tests have been given.

Administrator Scruggs suggested making posts about Evaluators that have passed away. President & CEO Snelling asked her to call to discuss.

She also stated that she sent the outline for “How to Become an Evaluator” to Manager Adamle but has not heard back.

Newsletter, Norma Snelling

Editor Snelling reported that there are 1,445 subscribers to the newsletter as of the end of September.

Marketing, Beverly Moody

Absent. No report sent.

Membership, Rena Ferguson

Membership Manager Ferguson reported that NSDA’s current membership is 481. This number is comprised of the following:

210 individual memberships.

21 team memberships accounting for 271 members.

She stated that she has sent seventeen (17) reminders to members whose memberships are expiring or have expired. She received five (5) responses and four (4) renewals. She has also sent six (6) reminders about lapsed certifications and two (2) e-mails to handlers, thanking them for either joining or renewing. There were also two (2) new team memberships.

Membership Manager Ferguson stated that, while checking memberships online, she found over 100 fake memberships that were added during mid-September. She alerted President & CEO Snelling. President & CEO Snelling stated that she discovered a withdrawal of \$1.11 was made multiple times on each of the fake memberships, however these transactions never went through PayPal. She stated that the NSDA finances are secure. The Webmaster said it is all squared away now and he will be updating the program security. He will let President & CEO Snelling know the cost of the updates. Membership Manager Ferguson stated that the fake memberships have now disappeared.

Podcasts, Eva Briggs

Absent. No report sent.

SAR Shop, Norma Snelling

President & CEO Snelling reported that there was one (1) sale during the month of September. She is still trying to meet with the new Store Manager, Anne Goldsmith, and will try again later in the week.

Social Media Supervisor, Tracy Wessel

Absent. No report sent.

Testing Manager, Karen Nesbitt

Absent. No report sent.

Unfinished Business

President & CEO Snelling suggested putting a letter out to the membership to ask if any changes need to be made in the K-9 standards. If there are no suggestion, standards will be left as-is. If there are suggestions, then a committee may be formed to address them. Director Scruggs suggested that we do not just ask what changes need to be made but that we also ask why. President & CEO Snelling agreed. Any suggestions will be submitted to Kathy Adamle.

President & CEO Snelling commended Director Pescador on his promptness in composing the new Urban Trailing standard. She asked that Board members review the new standard over the next few days. President & CEO Snelling also suggested that, when Beta testing is complete and the new standard is put out, that it be “done with a bang”.

Director Pescador reported on his presentation in British Columbia (BC). He reported that they are far behind in HRD capabilities and do not have a program in place. The Royal Canadian Mounted Police (RCMP) has federal jurisdiction, usually does those cases and will not utilize the BC team. However, the RCMP will request assistance with Trailing and Air Scent. Director Pescador reported that the BC team does not have a Trailing standard. President & CEO Snelling suggested that NSDA work with them on creating a Trailing standard.

Administrator Scruggs reported that her friend went to the NSDA site and could see the membership list prior to joining. She e-mailed her friend for details but has not heard back. She will ask again.

President & CEO Snelling reported that a face-to-face meeting for Board members is being planned in Cleveland. The meeting will be for brainstorming.

New Business

President & CEO Snelling will talk to Chief Financial Officer Proper-Van Valkenberg about starting the 2019 Budget. She stated that the current Budget will be sent out to see if changes are needed and where NSDA stands on expenses compared to what was budgeted.

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As there was no further business, Executive Vice President & Corporate Secretary Wolff moved that the meeting be adjourned. The meeting ended at 8:06 p.m. EDT.

Julie Grinnell
Assistant Corporate Secretary



Facebook

Here's an update on NSDA for the week of September 27 - October 3, 2018.

Insights for Your Page

METRIC	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	21	31	↓32.3%
Weekly Total Reach	2.09K	651	↑221.5%
People Engaged	177	105	↑68.6%
<u>Message Response Rate</u>	<u>100.0%</u>	<u>100.0%</u>	<u>↑0.0%</u>
Total Page Likes	1.63K	1.63K	↑0.2%