



NATIONAL SEARCH DOG ALLIANCE
Minutes of a Quarterly Meeting of the Board of Directors
December 7, 2017
certified

The fourth quarter meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, December 7, 2017. President Snelling called the meeting to order at 7:04 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

Also attending were:

Julie Gibson	Megan Ortega	Claudia Marbury
Terry Crooks	Tracy Wessel	

Members of the Board were asked if there were any corrections to the minutes from the November 2, 2017, meeting that they received via e-mail prior to the meeting. President Snelling called attention to the misspelling of the word envelope. The correction was made and the minutes were approved as corrected.

Officer's Reports

President's Report, Norma Snelling

President Snelling reported that there has been a glitch in printing the new membership cards. The first printing will be the October/November renewals.

Vice-President's Report, Susan Fleming

Vice-President Fleming stated that the gift matching by the Bill Gates Foundation ended on November 28, 2017. As NSDA had not met their \$200 goal by that date, there were no matching monies. NSDA's Giving Tuesday total was \$365.

Secretary's Report, Sue Wolff

Secretary Wolff reported that 68 NSDA e-cards went out December 5, 2017, to Founding members, Life members, members of the Board of Directors, Program Managers, and Evaluators. Of those, three were undeliverable and all are with earthlink.net: Marcia Koenig, Lenore Ceithami & Lance Clarkson. As of 11 a.m. ET today, 28 have been opened. Two cards had to be snail mailed: Valerie Mokides & Kyle Warren because neither has an e-mail on file with NSDA. A request for one was included in their cards.

Treasurer's Report, Heather Proper-Van Valkenberg

The Treasurer reported that the Expense and Income Report, the Expense and Income Detail and the Financial Position Report had been sent out.

Program Reports

Education Program, Roy Pescador

Director Pescador stated that he has completed two videos: Area and Trailing. He was requested to send them to all the Board members which he promised to do.

Evaluation Program, Nancy Acebo

As Program Director Acebo was unable to attend, she submitted a report regarding Evaluator additions and changes.

Testing Administrator/Resource Manager, Sherry Scruggs

Director Scruggs stated that ninety-nine (99) certification tests have been conducted as of November 21, 2017. She stated that Evaluators are sending their forms to the wrong people even though the correct person is on that form. President Snelling directed Director Scruggs to contact Evaluation Program Chair Acebo after the holidays to develop a message for all Evaluators as a refresher of who the forms go to and to be sure that the process is stressed in the Evaluator Workshop adding slides if necessary.

Newsletter, Norma Snelling

Co-Editor Snelling reported that the subscriptions have been fluctuating but are at 1,309 as of this date.

Membership, Julie Davis

No report.

PODCASTS, Eva Briggs

No contact, no report.

SAR Shop, Norma Snelling

There were two small sales in November.

Social Media Program, Suzanne Elshult

Unable to attend. She sent metrics for Facebook, Twitter and Instagram.

Testing Program, Karen Nesbitt

Program Director Nesbitt reported that seven (7) new tests have been scheduled (six [6] closed tests and one [1] open test). The open test is in California and is an Avalanche test. The tests go from November 19, 2017 up until April 2018. There might be some overlap since she last reported the tests. All are on the NSDA website.

Any questions, please feel free to let her know. She is only sending it to Laurie for insertion into the NSDA Web. She is also checking with organizers to see if they need help with finding Evaluators.

Website Liaison, Laurie Strite

Unable to attend. She reported fifteen (15) completed change requests & no known problems. She also sent statistics on visitors, visits and hits.

Unfinished Business

Bylaws: Article VI, Board of Directors, Section 1B; Norma Snelling

As long as the NSDA Board of Directors consists of seven (7) members, up to two (2) of those members may be non-US citizens. This may be reviewed by the Board on a case-by-case basis and the Board reserves the right to reject any applicant.

Thirty days in advance of this meeting, an e-mail went out to all NSDA members regarding the above change to the NSDA Bylaws. Secretary Wolff reported two favorable comments were received regarding the Bylaws Board of Directors membership change:

- *Awesome news, continue doing great things!*
- *Cheers, from a Canadian member, Teresa Lewin*
- *Sounds Good! Caroline Gillette*

As there were no negative reactions, the change was approved.

Presentation Board, Sherry Scruggs

Director Scruggs said that she has the presentation board but still needs the table cover with the NSDA logo on it. She asked that handlers still send action pictures and Editor Snelling said the request would go in the December issue.

Director Jen Skeldon said that she has been working on obtaining K-9 ID cards for NSDA certified dogs and that all she has found so far is companies that only print in bulk. She is still looking for a printer who will do individual cards to order.

Director Skeldon reported that she has checked with companies for pro-deals for our members and the companies want all membership information i.e. address, e-mail, etc. The Executive Committee will discuss this situation at their meeting on December 21, 2017, and will include Director Skeldon in that meeting.

New Business

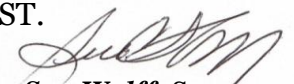
Policies & Procedures: Section 5.3, Elections, Norma Snelling

Secretary Wolff made a motion, seconded by Director Scruggs, to remove the voting regions. After a short discussion about this bringing the Policies and Procedures in line with the Bylaws, the motion was passed unanimously.

2018 Proposed Budget, Heather Proper-Van Valkenberg

Treasurer Proper-Van Valkenberg stated that some figures need to be updated and she will e-mail the proposed budget when it is completed.

There being no further business, Secretary Wolff made a motion, seconded by Vice-President Fleming, to adjourn the meeting. The meeting was adjourned at 7:51 p.m. EST.


Sue Wolff, Secretary

Attachments: Complete Committee Reports as submitted

12/07/17

Cash Basis

National Search Dog Alliance 2017
Statement of Financial Income and Expense
January 1 through December 1, 2017

Ordinary Income/Expense	Unclassified	total
Income		
43300 · Direct Public Grants		
43360 · Amazon Smile	27.89	27.89
43400 · Direct Public Support		
43430 · Individual/Business Donations	427.00	427.00
43450 · Individual Business Donations	10.00	10.00
45000 · Investments		
45030 · Interest-Savings, Short-term CD	63.46	63.46
45040 · Interest - Checking	5.09	5.09
46400 · Other Types of Income		
46420 · Inventory Sales (Merchandise)	521.72	521.72
46430 · Certification Field Test	3,125.61	3,125.61
46440 · On Line Certification Testing	585.44	585.44
47200 · Programmed Income		
47210 · Membership Dues - Individual	6,167.41	6,167.41
47230 · Membership Dues - Team	2,160.00	2,160.00
49000 · Special Events Income 49520 · Titusville Trailing Seminar	350.00	350.00
Total Income	<u>13,443.62</u>	<u>13,443.62</u>
Gross Profit	13,443.62	13,443.62
Expense		
60900 · Business/Registration Fees	225.00	225.00
63000 · Education and Research	527.37	527.37
65000 · Operations		
65010 · Business/Financial Software	0.43	0.43
65020 · Postage, Mailing Service	287.32	287.32
65021 · Alliance Depot Goods & Shipping	138.12	138.12
65040 · Office Supplies	197.11	197.11
65075 · Hosting Fees	287.66	287.66
65080 · PayPal Cost-Membership Dues	195.13	195.13
65090 · PayPal Cost-Inventory Sales	11.13	11.13
65100 · PayPal Cost-On Line Training	39.91	39.91
65102 · PayPal Costs - Field Test	74.63	74.63
65104 · PayPal Cost of Donation	0.89	0.89
65120 · Insurance - Liability and Bond	1,751.00	1,751.00
65130 · Membership Refunds	120.00	120.00
65131 · Field Test Refunds	255.00	255.00
65132 · Online Testing Refunds	20.00	20.00
65133 · refund Alliance Depot	39.64	39.64
65135 · Tax Prep	325.00	325.00
66000 · General Test/Training Cost 66200 · Evaluator Admin Supplies	212.17	212.17
66500 · Evaluator Travel	4,386.44	4,386.44
67000 · Regional Seminars		
67040 · Titusville Trailing Seminar	196.99	196.99
68000 · BOD Travel and Meetings		
68100 · BOD meeting/travel	2,857.47	2,857.47
69000 · Financial Review / Audit	1,000.00	1,000.00
Total Expense	<u>13,148.41</u>	<u>13,148.41</u>
Net Ordinary Income	<u>295.21</u>	<u>295.21</u>
Net Income	<u>295.21</u>	<u>295.21</u>

12/07/17
Cash Basis

**National Search Dog Alliance 2017
Statement of Financial Position
As of December 1, 2017**

	<u>Dec 1, 17</u>	<u>Dec 1, 16</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets Checking/Savings				
Bank of America	61,315.57	51,076.54	10,239.03	20.1%
2 · Capital One Bank	21,275.19	31,203.80	-9,928.61	-31.8%
3 · membership@n-sda.org	1,153.10	502.52	650.58	129.5%
Total Checking/Savings	<u>83,743.86</u>	<u>82,782.86</u>	<u>961.00</u>	<u>1.2%</u>
Total Current Assets	<u>83,743.86</u>	<u>82,782.86</u>	<u>961.00</u>	<u>1.2%</u>
TOTAL ASSETS	<u><u>83,743.86</u></u>	<u><u>82,782.86</u></u>	<u><u>961.00</u></u>	<u><u>1.2%</u></u>
LIABILITIES & EQUITY				
Equity				
30000 · Equity	36,521.61	36,521.18	0.43	0.0%
32000 · Unrestricted Net Assets	46,927.04	42,801.94	4,125.10	9.6%
Net Income	295.21	3,459.74	-3,164.53	-91.5%
Total Equity	<u>83,743.86</u>	<u>82,782.86</u>	<u>961.00</u>	<u>1.2%</u>
TOTAL LIABILITIES & EQUITY	<u><u>83,743.86</u></u>	<u><u>82,782.86</u></u>	<u><u>961.00</u></u>	<u><u>1.2%</u></u>



**NSDA – Evaluator Program Manager Report
November 3, 2017 – November 30, 2017**

November was a very busy month for Evaluator additions and changes.

There were:

- 2 Apprentice Evaluators added. 1 Trailing & 1 Area
- 4 Principal Evaluators – in various disciplines. 1 was a reinstatement.

We (B. Hilsman & I) are currently working with others to complete their application process. Bill is also getting contracts signed and Evaluator workshops set up. His diligence is producing much for the good of the NSDA.

I have fielded and appreciated questions and challenges from the Board and members.

Nancy Acebo
12/5/2017



NSDA Social Media Metrics 2017 (2)**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

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

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
October 30, 2017	67
December 1, 2017	67



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	0	0	0	0	0
Feb 2017	0	0	0	0	0
Mar 2017	142	363	3,481	7,910	474.69 MB
Apr 2017	364	940	4,092	12,008	1.31 GB
May 2017	421	1,069	4,937	15,081	2.24 GB
Jun 2017	478	1,209	8,837	20,712	1.96 GB
Jul 2017	471	1,214	4,930	13,856	2.20 GB
Aug 2017	418	1,323	5,413	15,670	1.93 GB
Sep 2017	433	1,101	4,490	15,969	2.24 GB
Oct 2017	649	1,297	6,758	22,085	2.16 GB
Nov 2017	435	926	4,429	15,994	1.94 GB

Stats for n-sda.org (SSL)

Stats for n-sda.org:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	2,924	4,411	14,401	43,428	6.72 GB
Feb 2017	2,490	9,722	23,233	44,084	4.78 GB
Mar 2017	2,983	13,179	28,521	55,913	4.77 GB
Apr 2017	1,903	2,972	9,942	22,693	1.23 GB
May 2017	1,887	2,664	12,087	32,099	3.39 GB
Jun 2017	2,062	2,979	10,466	30,866	3.18 GB
Jul 2017	2,048	3,062	10,685	30,254	3.18 GB
Aug 2017	2,254	3,312	10,634	30,208	2.90 GB
Sep 2017	2,572	3,614	10,484	30,093	3.60 GB
Oct 2017	2,675	3,594	10,691	31,406	4.23 GB
Nov 2017	2,072	2,928	9,465	28,548	4.86 GB