



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

February 1, 2018  
certified

A regular monthly meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, February 1, 2018. President Norma Snelling called the meeting to order at 7:04 p.m. EST.

The following Directors were present and constituted a quorum:

Susan Fleming, , Heather Proper-Van Valkenberg, Sherry Scruggs, Norma Snelling, Sue Wolff

Absent was: Roy Pescador (out of the country/cell range)

Members of the Board were asked if there were any corrections to the minutes from the January 4, 2017, meeting that was posted in the Google Drive NSDA shared folder. There were two typographical errors and, after correction, the minutes were approved.

### **Officer's Reports**

#### **President's Report, Norma Snelling**

President Snelling reported that she had received a resignation from the Board from Jen Skeldon. No reason was given.

Rena Ferguson is notifying all persons who certified in 2016 that their renewal is due.

Website: She worked with Gary, our webmaster, on the aMember program for about two hours and was taught how to make the team membership entries on our new program revision.

Membership: a roster for 95 cards was sent to Distinct ID, which covers members joining between October 1, 2017 to January 31, 2018. The cards were then sent to Kim Veldheer to send out to the members. Seven team rosters were received and entered on our website program. We now show 417 members.

The newsletter was sent out as well as newsletter correction. Currently we have 1,400 readers.

#### **Vice-President's Report, Susan Fleming**

Vice-President Fleming has been exploring the use of podcasts and how their content can be most effective. She reported that keeping the broadcast short (20-30 minutes) is essential as is providing program notes, the last being a service which NSDA needs to make available. Also included in her report were ways to make money via podcasts and how to get more information on that aspect of its use plus multiple channels for distribution such as including it in NSDA's Google profile and linking to it through other social media.

Secretary's Report, Sue Wolff

There were two motions by e-mail:

- On January 11, 2018, Sue Wolff made a motion, seconded by Sherry Scruggs, to approve the new Executive Committee entry into the Policies & Procedures. Motion carried as amended.
- On January 24, 2018, Sue Wolff made a motion, seconded by Susan Fleming, to approve the changes to the Policies & Procedures, Section 3.3, Secretary and 3.4 Treasurer. These additions/changes relate mainly to the Effectiveness Assessment, Annual Affirmation and the Annual Review of the President. The Treasurer's duties reflect the new budget distribution to the Program Managers. Motion carried.

The last step in Better Business Bureau process will be completed tonight with the Presidential Performance Review.

Treasurer's Report, Heather Proper-Van Valkenberg

Even though financials were requested by the Treasurer, nothing has been submitted by the Assistant Treasurer. Treasurer Proper-Van Valkenberg will forward the financial information when it is received.

President Snelling interjected that Treasurer Proper-Van Valkenberg, Assistant Treasurer Cam Daggett and the President are listed as signatories on the new NSDA CD account at Key Bank.

Synopsis of Program Reports, Sue Wolff

There were eight (8) tests in January including two (2) for Avalanche. One (1) test for Area II is scheduled in February and five (5) handlers are testing for Land HRD in March. Facebook, Twitter and Instagram have Likes and Followers have increased slightly. There have been a total of 5,132 downloads of podcasts. Newsletter subscriptions have fluctuated down slightly.

**Unfinished Business**

Removal of Subscription for Membership, Norma Snelling

Due to various glitches in programming, the NSDA webmaster recommended waiting until all the problems are solved before making any changes such as removing the Membership Subscription tab.

Status of Educational Videos/study material, Roy Pescador

Not present, no report submitted.

K-9 ID Cards, Sherry Scruggs

Director Scruggs did not receive the card template as promised by former Board member Jen Skeldon so could not proceed with the project.

## **New Business**

### Banking, Norma Snelling

President Snelling reiterated that Key Bank was the only one she could locate which would issue a CD to a non-profit so they have NSDA's 1<sup>st</sup> CD of \$10,000.

At this time, Secretary Wolff made a motion, seconded by Vice-President Fleming, to adjourn for a short closed meeting.

A motion from Vice-President Fleming re-opened the regular Board meeting.

The Board of Director's Self-Assessment Survey was discussed and points that were made will be taken into consideration when developing future plans.

Recommendations from the Executive Committee were discussed next.

- Need to drop one (1) year prior membership requirement for Board members in order to get beyond K-9 only or drop membership requirement completely. As Board members were ambivalent toward the suggestion, it was decided to table it until a later date.
- encourage to join on Facebook
- seek volunteers beyond K-9
- incentive to join when not K-9 handler
  - All three of the above were deemed necessary and President Snelling is to check the recent survey again for volunteers especially for a Facebook moderator.
- restricted to small area i.e. K-9
  - NSDA's membership base is limited so the Alliance needs to reach out beyond it. Another use for social media.
- need diversity on the Board
  - This falls into the purview of the Nominations Committee and will be stressed when seeking potential Board applicants.

As all business was concluded, Secretary Wolff made a motion to adjourn. The meeting came to a close at 8:20 p.m. ET.



*Sue Wolff*, Secretary

Attachments: Complete Committee Reports as submitted

**Vice-President's Report**

By Susan Fleming

**Effective Podcasts**

- Keep it short, @ 20-30 minutes.
- Provide program notes. Have a link to podcast notes and a link to anything linkable mentioned in the podcast. Try to make the journey to your show notes as easy as possible, whether through a short redirect link such as <http://www.smartpassiveincome.com/session51>, or maybe a hub on your site where all of your shows are listed instead.
- Have a plan: see below

<b>Episode Workflow</b>	
<b>Guest</b>	
<b>Identify and Contact</b>	<input type="checkbox"/>
<b>Book to Google Calendar</b>	<input type="checkbox"/>
<b>Send Info</b>	<input type="checkbox"/>
<b>Skype Info</b>	<input type="checkbox"/>
<b>Record Episode</b>	<input type="checkbox"/>
<b>Edit Episode</b>	<input type="checkbox"/>
<b>Publish Episode</b>	<input type="checkbox"/>
<b>Send Links To Guest</b>	<input type="checkbox"/>
<b>Promote Episode</b>	<input type="checkbox"/>

- There are many models for making money with podcasting, but here are a few:

- E-book
- Coaching Calls
- Membership Site
- Multi-Media course
- Affiliate products

If you'd like more information on these models and generating profit from podcasting, please check out the videos and action guide here at no cost: [InternetBusinessMastery.com/CreateValue](http://InternetBusinessMastery.com/CreateValue)

- **You can distribute podcasts through multiple channels.**  
While the most common thing to do is to broadcast your podcasts on your website or blog, you can spread their reach across the global audience through services like iTunes, Sticher and SoundCloud. You can also use social channels to share your podcasts with your audience.
- **Podcasts connect employees to their organization.**  
Podcasts not only brings your brand closer to your audience but also give you a scope to connect with your own employees. You can use podcasts for training your employees, making announcements and applauding them for their good work. Once you earn their trust and satisfaction with your brand, they will be among the first ones in line to buy your products or tout your services.

- **Submit it to iTunes.**

iTunes has eclipsed 1 billion podcast subscriptions. People can search the [iTunes podcast directory](#) and then opt to listen to your show.

- **Include the podcast in a Google profile.**

This often overlooked resource, the Google profile, is available on all Google properties. While you're busy creating content in various formats, it's easy to forget that your Google profile is the perfect container for links to all that content.

- **Put a link on other social media profiles.**

LinkedIn lets you insert media links in your profile: The summary and project sections are ideal for featuring a podcast. On Facebook, link to your podcast and include show notes in a status update or a note. Don't forget to share the podcast with your Facebook groups.

- **Post a YouTube video showing a recording of your podcast.**

Create a two-minute video as you record a segment of your show in front of the microphone. Shoot several segments from the same podcast and assign those videos to a YouTube playlist. Why bother? Because each video can have its own description and keywords that will pull in more traffic.

Your current fans will love this "behind the scenes" look at how your show is produced. Be sure to lead your podcast subscribers to the videos.

Use [Spreaker](#), a podcasting service that can be connected to your YouTube account. Spreaker will turn an audio podcast into a static image video for your YouTube channel.

- **Record a podcast at least once a week.** You want to listeners to know when to expect new content. While "live listeners" (people listening to the show as it airs) are great, Shane says the goal is to increase the number of downloads your podcast receives once it's posted.



### **NSDA – Evaluator Program Manager Report January 1, 2018 – January 31, 2018**

January brought the pleasure of notifying the 5 top Evaluators of their accomplishment and awards. They are:

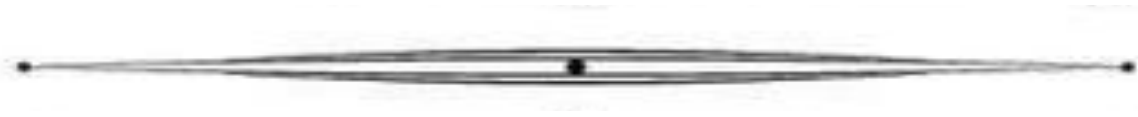
- Stacie Burkhardt
- Julie Gibson
- Terry Crooks
- Ann Moser
- JoMay Pescador

Each will either receive a free year’s membership or their choice of something from the NSDA store; and an organizational thank you for their efforts to evaluate SAR teams nationwide.

Bill Hilsman continues to process Evaluator paperwork to increase the numbers of available Evaluators.

I’ve had to take some time off to attend to personal health issues but will be back to work soon.

Nancy Acebo  
1/31/2018



**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
January 1, 2018	1409
January 30, 2018	1434

**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
January 30, 2018	37

**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
January 30, 2018	71

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Testing Program Manager, Karen Nesbitt

Eight (8) tests in January; 1 testing in February for Area II and 5 handlers testing in March for Land HRD. Some avalanche testing on April 6/7; waiting for paperwork with details.



**NATIONAL SEARCH DOG ALLIANCE**

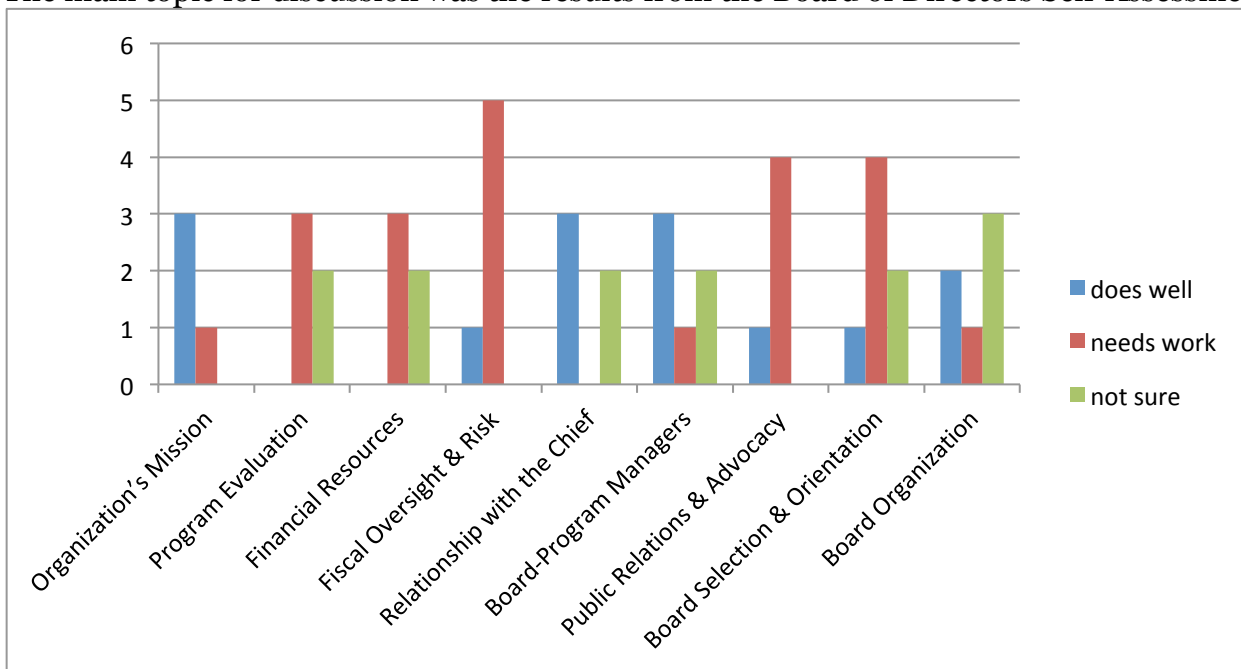
**Report of the Executive Committee**

A regular meeting of the Executive Committee of the National Search Dog Alliance was held by conference call on Thursday, January 18, 2018. It was called to order by Chair Norma Snelling at 7:08 p.m. EST.

The following members of the Executive Committee were present:

Susan Fleming Heather Proper-Van Valkenberg Norma Snelling Sue Wolff

The main topic for discussion was the results from the Board of Directors Self-Assessment Survey.



Each item was discussed individually.

**1. Organization's Mission**

- Need to use the mission more as a guide for decisions.
- It was revised and updated recently.
- decisions being made meet the needs of the mission
- need to sponsor education at the different levels
- a national conference every 1-2 years may be good

**2. Program Evaluation**

- no criteria for determining program effectiveness
- need data collection
- Need checks and balances for projects



- I need more production in education committee
- I am unaware of a program effectiveness criteria

### **3. Financial Resources**

- There is no developed income strategy
- There is no fundraising in which to participate
- other BOD members do not understand finances
- haven't brought Program Mgrs into budget process
- numbers not my thing; not active in fundraising
- not sure how fundraising being implemented

### **4. Fiscal Oversight & Risk Management**

- Does the budget reflect our mission and priorities?
- BOD members do not have a firm understanding of the Alliance's financial health
- Board did not review the Tax form 990 before it was submitted to the IRS
- 5 copies sent out last year/no comments returned
- Heather: get Cam to submit to BOD before goes to CPA
- Norma to call CPA about our books
- Need to revamp our books
- send 2018 budget to Program Mgrs
- BOD knows what's going on with \$; need to generate more money
- I think we need to take care of our Evaluators; w/o the Evaluators, the second point of our mission statement is effected (sic).

### **5. Relationship with the Chief Executive**

- Mutual trust and respect between the Board and the President
- has good relations with all BOD; just starting review process

### **6. Board-Program Managers Relationship**

- no micromanaging
- respect between Board and Program Managers
- going to quarterly meeting reports lessens BOD awareness
- Program Managers' reports need to be more data driven & performance based
- need to give Program Mgrs more direction
- need to be given concrete objectives
- lazy oversight
- give program mgrs permission to innovate
- mgrs need to admit when overwhelmed
- no issues
- from my knowledge, yes

### **7. Public Relations & Advocacy**

- Board members are not actively promoting the Alliance in the community
- don't know how to promote NSDA
- Facebook & SAR blogs way to go
- always promotes NSDA but don't know if others do

**8. Board Selection & Orientation**

- orientation packets given to new Board members
- Need to drop 1 year prior membership requirement in order to get beyond K-9 only or drop membership requirement completely
- encourage to join on FB
- seek volunteers beyond K-9
- incentive to join when not K-9 handler
- restricted to small area i.e. K-9
- need diversity
- come to BOD for discussion

**9. Board Organization**

- In general, stick pretty closely to agenda
- agenda well structured so meetings go well
- Programs contribute to organization functioning effectively

Chair Snelling announced that she had received a Board resignation from Jen Skeldon. No reason was given. Potential replacements were discussed as a new Board member must be appointed within thirty (30) days of the resignation.

Chair Snelling and Susan Fleming both stated that they might have a replacement for the Website Liaison who is leaving that position.

Chair Snelling reported that she has found only one bank that will sell CDs to a non-profit organization. Heather Proper-Van Valkenberg as Treasurer and Cam Daggett as Assistant Treasurer will be added to that account as signatories.

The meeting was adjourned at 8:06 p.m. EST.

**RECOMMENDATIONS TO THE BOARD OF DIRECTORS:**

Discuss the following:

- Need to drop 1 year prior membership requirement for Board members in order to get beyond K-9 only or drop membership requirement completely
- encourage to join on FB
- seek volunteers beyond K-9
- incentive to join when not K-9 handler
- restricted to small area i.e. K-9
- need diversity on the Board