



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

April 5, 2018  
certified

The Regular Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, April 5, 2018. President 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, Norma Snelling, Sue Wolff

Absent were: Roy Pescador, Sherry Scruggs, Anne Shehab

Also present were Suzanne Elshult, Karen Nesbitt

Members of the Board were asked if there were any corrections to the minutes from the March 1, 2018, meeting that were 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 recruited Evaluator applicants from Oregon for Trailing and Alaska for HRD.

A contact has been made for a possible seminar in Michigan and planning has been turned over to Vice-President Fleming.

Two more CD's were taken out at Key Bank in the amount of \$10,000.00 each. NSDA now has:

- 1 CD at \$10,000. for 1.70% annual rate, 14 months, matures 3-23-19
- 1 CD at \$10,000. for 2.00% annual rate, 13 months, matures 4-23-19
- 1 CD at \$10,000. for .05% variable rate, 5 months, can be upgraded to a higher rate CD easily since it would be in the same bank.

NSDA also has a checking account with \$250.00 to enable a higher interest rate on the CD's.

President Snelling reported that testing paperwork has been received for 43 tests to date, up from 21 last month.

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

Vice-President Fleming reported that she has contacted Margaret Webb in Michigan who has expressed a desire to hold a training seminar. President Snelling said that Penny Steffey has already volunteered to handle the registrations and Vice-President Fleming said that no one else is involved at this point. Vice-President Fleming stated that she thought the classes should consist of 5-6 people per instructor to which President Snelling replied that Ms. Webb had

plans that she has used before where classes witch out at certain points so there is little down time which would allow for more persons per class. The seminar is planned for the fall of 2018.

#### Secretary's Report, Sue Wolff

Secretary Wolff reported that NSDA's Guidestar page has been updated with some 2017 information. Still needed is the number of unique website visitors which President Snelling said she would send to Secretary Wolff. She said that NSDA taxes will be automatically posted by Guidestar when they are available from the IRS website. Secretary Wolff said that NSDA's application is still under review by the Better Business Bureau.

#### Treasurer's Report, Heather Proper-Van Valkenberg

After she ascertained that everyone had received the current Income and Expense Reports, Treasurer Van Valkenberg stated that she had signed the Key Bank signature card and returned it. She reported that the income in NSDA's PayPal account had been transferred to the checking account. Secretary Wolff inquired the status of NSDA's tax report as they are due on May 15. Treasurer Van Valkenberg stated that Assistant Treasurer Daggett had sent her an e-mail stating that he was told to hold off sending figures to the CPA used last year as a new one was being looked for. President Snelling said that was possibly for next year and directed the Treasurer to have the tax process begun. She said to caution him to allow time for the Board to review the Form 990 before it is submitted to the IRS.

### **Program Reports**

#### Education Program, Roy Pescador

Not present, no report received.

#### Evaluator Program, Kathy Adamle

As she was evaluating at a regional testing in Indiana, Manager Adamle was unable to call in. She did report that Bill Hilsman had sent all his paperwork to Robin Stanifer. Manager Adamle said she will check with Robin at the testing session to see if she has received it.

#### Testing Administrator/Resource Chair, Sherry Scruggs

Absent due to class

#### Newsletter, Norma Snelling

President Snelling reported that the newsletter currently has 1,435 readers, up from 1,419 last month.

#### Membership, Norma Snelling

President Snelling reported that 52 names were sent to Distinct ID for membership cards.

She also reported that NSDA's membership stands at 451 members, up from 409 last month.

As the Board had some questions about removing the website membership subscription, President Snelling investigated it. NSDA cannot raise the subscription price for members who already have a subscription membership account if they have signed up before the raise. They would have to cancel their PayPal subscription and take out a new one at the higher rate.

She also inquired how a member was to locate their member number on-line. Webmaster Gary added a field for that.

PODCASTS, Eva Briggs  
Not present, no report sent

SAR Shop, Norma Snelling  
President Snelling eliminated the link to Café Press that was in NSDA's website's Member Section. She kept getting inquiries about why our page wasn't coming up and found the link. She asked Gary to remove it. There is also one on the internet that some have used.

She reported that SAR Shop grossed \$14.00 this past month.

Social Media Manager, Suzanne Elshult  
Manager Elshult stated that NSDA continues to add to its social media accounts and she will begin posting on Twitter. She reported that the Instagram login has not been working correctly; credentialing needs to be fixed and she is working on that. Manager Elshult inquired again about a replacement and President Snelling said that she had talked to two persons regarding the positions but has had no success yet. She is still looking.

Testing Manager, Karen Nesbitt  
Manager Nesbitt reported that there are a few new tests for April and she expects the number of tests to increase with the better weather. Forty-three (43) tests have been given so far. President Snelling said that she will be sending decals for the Evaluators to give out to handlers who are testing.

## **Unfinished Business**

Status of Educational Videos/study material, Roy Pescador  
Not present, no report sent.

Banking, Norma Snelling  
Signature cards for Key Bank have been sent to the Treasurer and Assistant Treasurer and returned.

Mail from Houston, Norma Snelling  
President Snelling talked to the new manager of the UPS store about the inconsistency of NSDA's mail being forwarded. He assured her that NSDA mail will be sent every Friday no matter what the quantity.

Cloud Storage, Sue Wolff  
Director Scruggs was unable to attend meeting but wanted the Board to decide on some sort of cloud storage. Her example: She was going out to do tests and, afraid of natural disaster, fire, etc., transferred copies of all her NSDA paperwork on a thumb drive and took it with her. Since bad things do happen, she feels that NSDA will be in deep trouble if files not backed up centrally with access by specific persons.

Secretary Wolff then presented the information that she had procured on cloud storage. She was assisted by Vice-President Fleming who had also researched this subject in the past.

We hear more and more often about hackers coming over the internet and looting the data of thousands of people. Most of those attacks hit traditional servers, though. None of the most catastrophic hacks have been on the big public clouds.

Vice-President Fleming pointed out that the information that she had obtained previously from the Webmaster was that he had 32gbs available and potential NSDA user's space was under that amount. She also said that the Board had decided earlier to go with the Webmaster on cloud storage.

Since President Snelling has a rapport with the Webmaster, she was selected to discuss the matter of him providing NSDA with cloud storage.

### **New Business**

Revamp of Quick Books accounts, Sue Wolff

Secretary Wolff said, when she looked at the current Income and Expense Report, she noticed that several accounts needed to be moved to a more accurate account, some terminology needed to be changed and that a new account needed to be established for Key Bank. She said she would send Treasurer Van Valkenberg the new spreadsheets and President Snelling said she would clarify the changes with her and Assistant Treasurer Daggett.

As there was no further business, Vice-President Fleming made a motion to adjourn. The meeting was adjourned at 7:49 EDT.



*Sue Wolff*, Secretary

Attachments: Complete Officers and Program Managers Reports as submitted



**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, March 15, 2018. It was called to order by Chair Norma Snelling at 7:05 p.m. EST.

The following members of the Executive Committee were present:

Susan Fleming Heather Proper-Van Valkenberg Norma Snelling Sue Wolff

Catherine, a friend of Director Sherry Scruggs, did an unsolicited review of the NSDA website and Director Scruggs had forwarded her critique (power point). The entire Committee agreed that she had very valid criticisms and would like to have her head up the project to update NSDA's site. Chair Snelling said she would contact Catherine and set up a conference call for them with NSDA's webmaster.

Since there seems to be some discrepancies in Evaluators interpretations of what constitutes a free field test within one year, the wording in the standards and the Evaluator Guidelines was discussed. It was decided that each member of the Committee would submit their interpretation to Chair Snelling.

Director Scruggs had said, to clarify matters for the Evaluators, she could create a new column on her spreadsheet showing if handler is due a free re-test. This would go to all Evaluators initially. Then they would only get a new copy if someone fails a test in a discipline they evaluate.

A clarification of the definition of a roadway was deemed to be needed for Land HRD as foot paths, drainages, tree & briar covered lanes, etc. are being used as roadways. It was decided to specify that a roadway could be driven down by a car. The new verbiage is to be submitted to the Board for comments.

Report on PennVet meeting by Susan Fleming

**NSDA & Penn Vet Working Dog Center**

Participants: Anne Shehab, Susan Fleming, Pat Kaynaroglu, Annemarie DeAngelo

Executive Committee Report, March 15, 2018

page 2

## What are our greatest assets?

NSDA

- High standards for National K9 Certifications
- High standards for recruiting and maintaining evaluators
- High standards as an organization: Guidestar and BBB
- High motivation for helping with the education of working K9 handlers
- Quality informative newsletter that reaches 1400+ people
- Low cost memberships, certifications and eager to help service K9 handlers and LE

Penn Vet

- Research in training: health fitness of working dogs
- Large supply of interns from Drexel and University of Penn
- Help to “blossom” people skills, staff achieves personal development
- Libraries of videotape of dog behavior
- Research studies of dogs in the field, not just lab
- Opportunities for career development

## What are some ways in which working together could benefit each other’s missions?

- Both organizations desire to educate working dog handlers
  - Use some of Penn Vet’s videos and research in our newsletter
  - Share Facebook by having our members follow Penn Vet and Penn Vet to follow NSDA
  - NSDA has members who could possibly participate in field research for Penn Vet if Penn Vet is funded by donors for the project. A mutual exchange of information.
  - Penn Vet has a mutual interest with NSDA to develop a canine screening test (possibly in the future).
  - NSDA could learn more about finding, recording, and using data from Penn Vet.

## What is Penn Vet’s perception of NSDA?

Annamarie: Never heard of it (law enforcement background) Pat:

Heard of NSDA when she lived in Colorado.

## Does Penn Vet have adequate staff and financial resources?

The building is rented, and they want to rent more of the build because they need more space. The staff at this point seems adequate, but probably would seek more staff if they expanded. During the year, a tour bus of potential donors receives a tour of the facility. The facility was a building that was used by Dupont. The former workout and shower (locker room) area used by Dupont employees is now the housing of the dogs and puppies in training. All University of Penn veterinarians are required to spend part of their internship working with the dogs and puppies to ensure good health. Outside is a large rubble pile that has been made “safe” by getting rid of any nails to harm the dogs. Dogs are given exercise sessions on treadmills and other equipment for fitness. Agility equipment supplies were donated by either Home Depot or Lowes and in a day, many volunteers came to erect all the agility equipment. Some cages in the locker room have been made possible by a donor.

Funding: grants and donors. The work on scent detection of cancer is a funded program. Red Arc Program is funded (Red Arc is dogs that detect antiquities that are smuggled out of Syria to fund the Taliban.

**What is Penn Vet’s organizational culture? What does Penn Vet value (flexibility, risk-taking, personal development)?**

Values personal development, conscientious data collection, and flexibility of scheduling.

As there was no further business, the meeting was adjourned at 8:09 p.m. ET.

**NSDA Social Media Metrics 2018 (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
February 27, 2018	1455
April 2, 2018	1488

**Twitter**

Date	Metric
	Followers
July 1, 2017	36
October 1, 2017	36
October 31, 2017	35
December 1, 2017	36
January 1, 2018	36
January 30, 2018	37
February 27, 2018	37
April 2, 2018	38

**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	70
February 27, 2018	70
April 2, 2018	71

**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

Information collected by Secretary Wolff regarding Cloud storage:

**Veritas thru Tech Soup**

In contrast to Veritas System Recovery, Backup Exec offers more advanced, powerful features

\$140.00/admin fee This donation provides one license for Veritas Backup Exec 16. One Backup Exec license allows the Backup Exec server to back up any number of devices. Only one license is required per organization.

- **Ease of use:** An intuitive interface and wizards simplify installation, setup, backup, recovery, media management, disaster preparation, cluster installation, and agent configuration.
- **Multiple-server backups:** You can back up multiple servers at once, either as part of one backup definition or individually in separate definitions.
- **Storage options:** You can back up to nearly any storage device, including disk, tape, dedupe storage, or third-party cloud, including Amazon Web Services (AWS) Storage Gateway VTL.
- **Block-level deduplication:** Backup Exec deduplicates data across all backup jobs, including physical and virtual environments.
- **Versatile recovery:** You can recover virtual machines, applications, databases, files, folders, and granular objects directly from backup storage.
- **Simplified disaster recovery technology:** In the event of a disaster, Backup Exec can recover an entire server to the same or dissimilar hardware in minutes, not hours or days.

\$118.00/admin fee Veritas System Recovery 16 is a backup and recovery solution that uses disk imaging technology to protect servers

The version of this product available through TechSoup is the Not for Resale (NFR) version. You cannot upgrade NFR products to new releases. If you are seeking a new release, you will need to request a new donation through TechSoup. In addition, NFR products do not include telephone assistance with product issues or add-ons; however, free online technical support is available at the [Veritas website](#) through its knowledge bases and discussion forums.

**IBM Cloud:**

8-32 gb – starts @ \$235/month -- more storage/bell & whistles, must apply for estimate

**Dropbox Business**

	<p>\$12.50 / user / month</p> <p><a href="#">Try for free</a></p> <p>or <a href="#">purchase now</a></p> <p>12.50*6 users = 75.00/mo</p> <p>75* 12 = 900.00/yr</p>	<p>\$20 / user / month</p> <p><a href="#">Try for free</a></p> <p>or <a href="#">purchase now</a></p>	<p>Contact us for pricing</p> <p><a href="#">Contact us</a></p>
--	--	---	---

<b>Dropbox core features</b>			
Storage	2 TB (2048 GB)	As much space as needed	As much space as needed
Best-in-class sync technology			
Easy and secure sharing			
256-bit AES and SSL/TLS encryption			

**Google Drive**

15 GB – free

100 GB - \$1.99/mo or \$19.99/yr if prepay annually

1 TB – 9.99/mo or 99.99/yr if prepay annually