



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Regular Monthly Meeting of the Board of Directors

September 6, 2018

certified

The Regular Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, September 6, 2018. President and Chief Executive Officer Norma Snelling called the meeting to order at 7:05 p.m. EDT.

The following Directors were present and constituted a quorum:

Norma Snelling, Sue Wolff, Sherry Scruggs, Roy Pescador

Absent were: Heather Proper-Van Valkenburg, Anne Shehab

Also present were: Rena Ferguson, Leslie Kucinkas, Beverly Moody, Kathy Adamle, Adrienne Wisok, Tracy Wessel, Julie Grinnell

Members of the Board were asked if there were any corrections to the minutes from the August 2, 2018 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

The website glitches for the team roster have been settled. Multiple handlers were locked out of access to our testing program. The webmaster said someone may have tried to access the records.

Peggy Ann Buchman has stepped down as Membership Program Manager. Rena Ferguson has taken the position.

A list was sent to Distinct ID for 68 additional membership cards. Kim Veldheer & Rena Ferguson assisted with this job.

Executive Vice-President's Report, Sue Wolff

Nothing to report.

Corporate Secretary's Report, Sue Wolff

Motions by e-mail:

On August 17, 2018, Executive Vice President & Corporate Secretary Sue Wolff made a motion, seconded by Director Roy Pescador, to use \$400 of the \$1,800 budgeted for seminars to pay Education Program Manager Adrienne Wisok's registration since she will be "conducting NSDA business" at CSAR. Motion defeated.

On August 27, 2018, President & CEO Norma Snelling made a motion, seconded by Executive Vice President & Corporate Secretary Sue Wolff, to authorize up to \$300 to Roy

and JoMay Pescador to cover travel and room expenses to do a presentation at the BC training, to be paid by receipt. Motion carried.

On August 31, 2018, Executive Vice President & Corporate Secretary Sue Wolff made a motion, seconded by Director Roy Pescador, to offer the following prizes to encourage members to submit photos and/or videos for the public service announcement being created about NSDA:

First Prize: 2 free field tests & \$125

Second Prize: 1 free field test & \$75

Third Prize: 1 free field test

Motion carried.

On September 2, 2018, Executive Vice President & Corporate Secretary Sue Wolff made a motion, seconded by Director Roy Pescador, that NSDA become a “regular” customer of Compusoar, the company which maintains our website. Motion carried.

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

Financial information was e-mailed to Board Members prior to the meeting. There was no discussion.

Program Reports

Communications Manager, Leslie Kucinkas

Manager Kucinkas reported that she is ready to send a prepared letter to all NSDA certified handlers, asking them to submit videos or photos to be used as content for the public service announcement that is being created.

She also stated that she has gone over the Frequently Asked Questions. President & CEO Snelling advised that it is being addressed by the webmaster so to suspend review. She has also received and logged the files about planning a seminar.

President & CEO Snelling asked Manager Kucinkas to get with Marge Webb about obtaining the NSDA banner.

Manager Kucinkas stated that she sent an idea to Podcast Supervisor Eva Briggs ten days ago but has not received a reply. Manager Kucinkas asked Board of Director members to submit any Podcast ideas to Supervisor Briggs.

Education Program, Adrienne Wisok

Manager Wisok said she is working on edits and a voiceover for the First Aid/CPR PowerPoint. She stated that Lee Palmer from K9 Tactical Emergency Casualty Care would like to coordinate with the Alliance.

Manager Wisok stated that, when she is finished with the PowerPoint, she will start working on exams and then start on study materials, recommended reading materials, and will ask for input from the membership.

Evaluator Program, Kathy Adamle

Manager Adamle stated that she is working with Director Scruggs on a “How to Prepare a Person to Become an Evaluator” course.

She mentioned an idea to use for a presentation board. President & CEO Snelling asked her to coordinate with Director Scruggs.

Evaluator Administrator, Robin Stanifer
Absent, no report sent.

Testing Administrator/Resource Chair, Sherry Scruggs
Administrator Scruggs stated that all certificates have been sent out. There have been 122 tests.

She stated that NSDA needs to get committees together to review standards because it is September and it has been two years since they were last reviewed. President & CEO Snelling cautioned that NSDA is not mandated to review, only if there is cause. There was discussion about whether it is necessary to review each discipline if there are no proposed changes. President & CEO Snelling said that the matter needs to be discussed more.

Newsletter, Norma Snelling
Editor Snelling reported that there are 1,441 subscribers to the newsletter.

Assistant Editor Wolff announced that the NSDA newsletter had been submitted to the Dog Writers Association of America contest. Nominees will be announced via DWAA's social media sites on Wednesday, December 12, 2018. Nominees in the regular and special categories receive certificates. Winners will be announced the evening of Sunday, February 10, 2019 at the DWAA Awards Banquet at the Hotel New Yorker in Manhattan. Winners of regular categories receive the DWAA Maxwell Medallion, named in honor of the late Maxwell Riddle.

Marketing, Beverly Moody
Manager Moody stated that she has sent text for a pamphlet to Executive Vice President & Corporate Secretary Wolff for review. She has also located a graphic designer to create a brochure for NSDA. She will collaborate with Director Scruggs on photos for the brochure.

Manager Moody stated that the press release for Robert Calkins' certification needs a few more changes before sending it to the media.

She also notified the Board that her schedule will conflict with meetings for the foreseeable future. She was instructed to send reports and updates to Assistant Corporate Secretary Grinnell.

Membership, Rena Ferguson
Manager Ferguson reported that NSDA's current membership is 440.

She stated that she has sent fourteen (14) reminders to members whose memberships are expiring or have expired. She has also sent eight (8) reminders about lapsed certifications and received a few emails requesting tests.

Manager Ferguson stated that she is reviewing the process to become a member of NSDA.

Podcasts, Eva Briggs
Absent, no report sent.

SAR Shop, Norma Snelling

President & CEO Snelling reported that the net for the month of August was \$14.83.

When she travels to California in October and to save on the cost of shipping she stated that she will deliver HRD Log books, Pick of the Pack books and merchandise to Anne Goldsmith.

Social Media Supervisor, Tracy Wessel

Supervisor Wessel mentioned a discrepancy about two newly certified handlers, stating that she was told they did not give media permission, but that they had checked the box on the form. Director Scruggs checked during the meeting and stated that they did give permission.

Supervisor Wessel asked whether she needs approval to post certifications on the NSDA Facebook page. President & CEO Snelling said she did not need to obtain permission first.

She also asked for help with creating a cache of content for the social media calendar. She will collaborate with Director Scruggs for photos.

Testing Manager, Karen Nesbitt

Absent, no report sent.

Unfinished Business

A discussion took place about forming committees to review standards, and whether it needs to be done every other year for every discipline, even if there are no changes proposed.

New Business

President & CEO Snelling asked what NSDA can offer to encourage teams to host testing. She suggested a committee to come up with ideas to convince a team to put on a test for the Alliance. What can NSDA do for them, in return? Director Pescador said to remind them of NSDA funding for Evaluator travel. President & CEO Snelling proposed sharing a percentage of the profit for seminars and testing.

Director Pescador was asked about Urban Trailing. He had questions about aging trails. President & CEO Snelling will send him the names of two others who are interested in helping.

Manager Wisok has been invited to speak in England about SAR. She asked what opportunities it might open for NSDA, internationally. President & CEO Snelling asked to discuss it with her well ahead of time. President & CEO Snelling and Supervisor Wessel are sending Manager Wisok contacts for UK SAR members that they know.

Director Scruggs informed the Board that a non-member was able to access the membership list. President & CEO Snelling asked her to follow up with that individual.

As there was no further business, Executive Vice President & Corporate Secretary Wolff moved that the meeting be adjourned. The meeting ended at 8:10 p.m. EDT.

Julie Grinnell
Assistant Corporate Secretary

National Search Dog Alliance 2018		
Statement of Financial Income and Expense		Cash Basis
January thru August 2018		9/4/2018
Ordinary Income/Expense Income		
INCOME	Unclassified	Total
43432 · Network for Good	355.51	355.51
43433 · Greater Houston Com. Foundation	1,000.00	1,000.00
43434 · Amazon Smile	37.13	37.13
43430 · Indv/Business Contributions - Other	150.00	150.00
45030 - Interest Savings Short Term CD	197.08	197.08
45040 · Interest - Checking	2.39	2.39
46420 - Inventory Sales	243.50	243.50
46430 · Certification Field Test	4,012.77	4,012.77
46440 · On Line Certification Testing	855.00	855.00
47210 - Membership Dues - Individual	6,421.79	6,421.79
47230 · Membership Dues - Team	1,807.00	1,807.00
Total Income	15,082.17	15,082.17
Gross Profit	15,082.17	15,082.17
EXPENSE		
60900 · Business/Restratement Fees	159.96	159.96
65020 · Postage, Mailing Service	720.62	720.62
65021 · Alliance Depot Goods & Shipping	3.50	3.50
65060 · Membership Cards and Records	1,173.00	1,173.00
65075 · Hosting Fees	108.56	108.56
65080 · PayPal Cost-Membership Dues	234.11	234.11
65100 · PayPal Cost-On Line Training	53.70	53.70
65102 · PayPal Costs - Field Test	68.99	68.99
65104 · PayPal Cost of Donation	1.95	1.95
65110 · Banking Fees	12.00	12.00
65120 · Insurance - Liability and Bond	1,761.00	1,761.00
65130 · Membership Refunds	298.71	298.71
65131 · Field Test Refunds	115.00	115.00
65132 · Online Testing Refunds	4.59	4.59
65135 · Tax Prep	350.00	350.00
65150 · Marketing	275.92	275.92
66200 · Evaluator Admin Supplies	285.60	285.60
66400 · Evaluator Award	188.65	188.65
66500 · Evaluator Travel	5,046.60	5,046.60
68100 · BOD Travel and Meetings	1,258.22	1,258.22
Total Expense	12,120.68	12,120.68
Total Income	15,082.17	15,082.17
Net Income	<u>2,961.49</u>	<u>2,961.49</u>