



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Quarterly Meeting of the Board of Directors

March 7, 2019

Certified

The Quarterly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, March 7, 2019. President and Chief Executive Officer Norma Snelling called the meeting to order at 7:04 p.m. EDT.

The following Directors were present and constituted a quorum: Norma Snelling, Sue Wolff, Sherry Scruggs, Heather Proper-Van Valkenberg, Roy Pescador.

Also present were: Rena Ferguson, Julie Grinnell, Adam Kelly, Kathy Adamle, Tracy Wessel.

Members of the Board were asked if there were any corrections to the minutes from the February 7, 2019 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 reported that she changed the helicopter signoff for the Avalanche certification back to what it was, previously, at the request of the Avalanche evaluators.

She also reported that she closed the Capital One bank account, which contained \$0.30.

President & CEO Snelling stated that she worked with Manager Ferguson to send in another batch of membership cards for printing.

President & CEO Snelling reported that she appointed Pat Lamson as Committee Chair for the HRD standard review. Chairperson Lamson will be sending a draft of her report, next week.

She also stated that she contacted the UPS Store, again, to remind them that they are to forward our mail weekly, instead of monthly.

President & CEO Snelling reported that she had 3 conversations with the webmaster, regarding the upgrade to our website. She stated that he is working on a design for us.

Executive Vice-President's Report, Sue Wolff

Nothing to report.

Corporate Secretary's Report, Sue Wolff

Corporate Secretary Wolff reported that there were no Motions by Email and no correspondence.

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

Chief Financial Officer Proper-Van Valkenberg stated that she has sent out the financial reports to all Board members.

Program Reports

Communications Program, Leslie Kucinkas

Manager Kucinkas reported that she has been editing the promo video and incorporating the suggestions from BOD members. She has also been collecting final photo waivers for the release of the video.

Manager Kucinkas reported that she has drafted a letter to Emagine Entertainment, asking if they would be willing to run the promo video in their theaters. As soon as she has collected all the photo waivers, she will send the letter.

She also reported that she visited Western Michigan University's Frostic School of Graphic Design in February. She was presented with several logo design "refreshes" and an animated logo concept, designed by the student design team. Manager Kucinkas forwarded a pdf and gif of the designs to President & CEO Snelling and Executive Vice-President Wolff for consideration. She would like to return some formal feedback to the WMU design team within the week.

Manager Kucinkas reported that she is learning how to manage a YouTube channel while awaiting BOD approval to begin a NSDA YouTube channel.

She also reported that she is collaborating with Manager Wisok to begin PODCAST recordings as soon as possible, and that Manager Briggs also continues to work on the PODCAST productions.

Manager Kucinkas reported that the internal communications regarding newly certified K-9 teams has been working smoothly. Manager Wessel has been receiving waiver information and photographs of the new teams and has been able to post them to the NSDA Facebook page.

Manager Kucinkas reported that John, from Virtual Badge, sent her documents explaining security measures, a cost quote, and some Virtual Badge certification information for review. Manager Kucinkas forwarded these documents to President & CEO Snelling and Executive Vice-President Wolff.

Education Program, Adrienne Wisok

Absent. No report sent.

Evaluation Program, Kathy Adamle

Manager Adamle reported that she is finalizing the Word doc with Evaluator comments. Upon completing the document, she will send it out for feedback.

She also reported that she has been working with Manager Ferguson to make sure everyone has been updated.

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Manager Adamle stated that there is an Evaluator in California who wants to be on the list, but is having difficulty setting up tests due to the hot weather.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that the forms are ready to go.

She also stated that eight (8) tests have been given so far, this year.

Newsletter, Norma Snelling

Editor Snelling reported that there are 1487 subscribers to the newsletter.

Marketing, Beverly Moody

Absent. No report sent.

Membership, Rena Ferguson

President & CEO Snelling reported that she has been working with Manager Ferguson on the membership roster.

She also stated that three (3) team memberships have not been paid.

Manager Ferguson reported that she sent out twenty (20) Thank You emails to members for joining or renewing their memberships. She contacted two (2) teams about roster changes and/or team membership renewal. She also answered four (4) questions from individual members about their memberships.

Manager Ferguson reported that we presently have twenty (20) team memberships with a total of 243 members and 212 individual memberships for a total of 455 members.

PODCASTS, Eva Briggs

Absent. No report sent.

SAR Shop, Anne Goldsmith

President & CEO Snelling reported that one HRD Log Book has been sold.

Social Media Supervisor, Tracy Wessel

Supervisor Wessel reported that a few people have sent links that can be shared, and she has also been receiving photos of teams who have passed their tests.

Supervisor Wessel requested that people share items that they see that can be posted. She reported that people seem to like the new photos and tips.

Testing Program, Karen Nesbitt

Absent. No report sent.

Unfinished Business

Director Pescador reported that more revisions for the Urban Trailing standards have been submitted.

Executive Vice-President Wolff pointed out that the file he sent to the Board of Directors had no revisions. Director Pescador stated that he sent the wrong file out and will send the correct file to the Board of Directors.

President & CEO Snelling asked for a final copy of the standards, to send out for approval, and asked for thoughts on how to initiate the new standards. She stated that a plan is needed for people to step in and give the test, who have been certified by other organizations in Urban Trailing. She proposed a "Beta test", and said a list of requirements will be put together.

New Business

Administrator Scruggs suggested rewording in the prerequisites for water certifications, regarding training logs. An email will be sent out, suggesting changes and asking for feedback.

President & CEO Snelling reported that the only application received for Board of Directors was from Adam Kelly. He has been elected as Director. President & CEO Snelling stated that there is still one position to be filled. The incoming President & CEO will make an appointment in June to fill the position before July. She also stated that the first order of business in June will be to place Officers.

President & CEO Snelling stated that there are three (3) options, regarding testing at seminars:

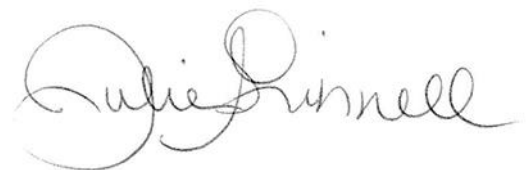
1. Test before the seminar
2. Test after the seminar, but use a different instructor and evaluator
3. Permit testing after the seminar for non-NSDA seminars.

The discussion will be continued by email. President & CEO Snelling stated that she would like to see a document drawn up.

President & CEO Snelling stated that the requirement for First Aid/CPR cards will be changed to require an expiration date.

President & CEO Snelling reported that people are taking the Area/Large Source certification test and using it as a HRD certification. She stated that clarification needs to be made to handlers that it is not intended to be used as a HRD certification. She requested that comments be sent to her. Manager Ferguson stated that she would send President & CEO Snelling a document to be used.

As there was no further business, the meeting was adjourned at 8:11 p.m. EDT.



Julie Grinnell
Assistant Corporate Secretary