



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

January 7, 2021

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, January 7, 2021. President & CEO Roy Pescador called the meeting to order at 7:04 p.m. EST.

The following Directors were present and constituted a quorum: Roy Pescador, Joe Stacks, Julie Grinnell, Brendan Fike, Sherry Scruggs.

Also present were: Rena Ferguson, Megan Ortega.

Absent were: Katie Allardyce, Kathy Adamle, Annalisa Berns, Rhonda Dyer, Beverly Moody, Norma Snelling, Sharon Ward.

Members of the Board were asked to review the December 3, 2020 minutes that were posted in Google Drive and notify Corporate Secretary Grinnell of any necessary changes before January 11, 2021.

Officers' Reports

President & CEO's Report, Roy Pescador

President & CEO Pescador reported that he has been trying to get some promotional flyers out.

He also stated that he has been fielding conversations with members.

Executive Vice-President's Report, Joe Stacks

Executive Vice-President Stacks reported that he has been looking into merchandise sales options.

He stated that he feels that if you aren't a NSDA member, our Facebook page isn't very inviting. He feels more effort needs to be made to attract sales from people who are just following NSDA on Facebook.

Executive Vice-President stacks stated that he has been looking at organizations that do webinar series and feels that NSDA could do something similar. Manager Ortega stated that she has been talking to Manager Berns about using the podcasts for that purpose. President & CEO Pescador stated that Manager Berns is working on organizing an online conference.

Corporate Secretary's Report, Julie Grinnell

Corporate Secretary Grinnell reported that there were 3 motions by email during December:

Minutes of the Monthly Meeting

January 7, 2021

On December 4, 2020 President & CEO Pescador made a motion to accept the 2-3-0 election rotation as presented to the membership on April 2, 2020. Chief Financial Officer Fike seconded the motion. The motion Passed, unanimously.

On December 16, 2020 President & CEO Pescador made a motion that NSDA provide another certification extension through May 31, 2021 for Avalanche. Executive Vice-President Stacks seconded the motion. The motion Passed, unanimously.

On December 20, 2020 Chief Financial Officer Fike made a motion that the proposed 2021 budget, sent via email on December 17, 2020, be adopted. President & CEO Pescador seconded the motion. The motion Passed, unanimously.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that all managers should now have a copy of the 2021 Budget.

He also asked if the Glenn Thompson award can get a special document for tax exemption. Administrator Scruggs and Corporate Secretary Grinnell said they were not aware of such a form. Administrator Scruggs suggested checking with Manager Snelling. Corporate Secretary Grinnell said she will send Chief Financial Officer Fike the official NSDA letterhead.

Program Reports

Communications Program, Katie Allardyce

Absent. No report sent.

Education Program, Annalisa Berns

Absent. No report sent.

Evaluation Program, Kathy Adamle

Absent. No report sent.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that there were 78 tests in 2020.

She suggested that when we post test passing announcements on the Facebook page, that we specify whether it was a recertification or a new certification. President & CEO Pescador asked Executive Vice-President Stacks to talk to Manager Ward about it.

Administrator Scruggs also stated that she has noticed that test passing posts seem to get more "likes" when they are posted one at a time, rather than in a group. She also pointed out that some photos are being posted without their corresponding NSDA icon. Executive Vice-President Stacks stated that he would include those points in his correspondence with Manager Ward.

Newsletter, Norma Snelling

Absent. Reported by email that there are currently 1607 subscribers to the Newsletter.

Program Marketing, Beverly Moody

Absent. No report sent.

Minutes of the Monthly Meeting

January 7, 2021

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 17 (seventeen) individual thank-you emails and 2 (two) team thank-you emails for joining or renewing memberships.

She also reported that she sent out 54 membership cards.

Manager Ferguson stated that we presently have 16 (sixteen) team memberships with 201 members, and 240 individual memberships for a total of 441 members.

Manager Ortega inquired about a Community Membership. Administrator Scruggs said that it has been discussed, but no one was able to figure out how to set it up.

PODCASTS, Megan Ortega

Manager Ortega asked about login information for the podcast platforms. President & CEO Pescador stated that he would have to contact the former podcast manager. Manager Ortega asked if we should try to track that information down or just start fresh. After much discussion, it was decided to start over with a new platform and President & CEO Pescador would try to get the old login information so that the old podcasts could be added to the new platform.

President & CEO Pescador asked about the cost to host the podcast. Manager Ortega asked if the website host can give the podcast division an RSS feed so that it can be hosted from the same place. President & CEO Pescador asked Manager Ortega to figure out how much broadband width would be needed to host the podcasts, and we will ask the web host.

Manager Ortega asked about the approval process for topics or interviewees. Director Scruggs stated that in the past, the Podcast Manager would inform the BOD at the monthly meetings of the guests and topics lined up and see if there were any objections.

She also asked if she would need approval for things like intro music. President & CEO Pescador said no.

Manager Ortega also suggested using the podcasts as a fundraising avenue to let people know how they could donate to NSDA. She asked what our fundraising platforms are. President & CEO Pescador said we don't have one currently active.

She asked if we could put podcast links on the Facebook page and in the Newsletter.

SAR Shop, Norma Snelling

Absent. Reported via email that there was \$30.94 in net sales for December.

She reported \$573.80 in gross sales and \$461.60 in net sales for 2020, giving NSDA a \$112.20 profit for the year.

Social Media Supervisor, Sharon Ward

Absent. No report sent.

Testing Program, Rhonda Dyer

Absent. Reported via email there is one group planning testing.

Old Business

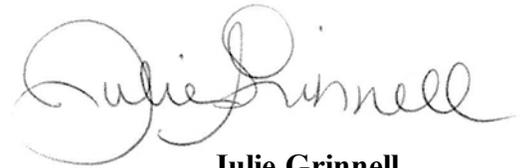
President & CEO Pescador reported that only a few people had responded to the post about a Flanker Certification. Director Scruggs asked if it was worth the time if only one group is interested. Corporate Secretary Grinnell said that she would talk to the respondents and ask them to assist in the planning.

President & CEO Pescador made the following motion:

Any certifications other than avalanche that expired in 2020 will expire on their anniversary date in 2021, and any certifications expiring in 2021 will expire on their anniversary date in 2022, so that none will extend beyond the 3-year anniversary date.

The motion was seconded by Chief Financial Officer Fike. The motion passed unanimously.

As there was no further business, a motion was made to adjourn by Corporate Secretary Grinnell and seconded by President & CEO Pescador.
Meeting adjourned at 8:28 p.m. EST.



Julie Grinnell
Corporate Secretary