



## NATIONAL SEARCH DOG ALLIANCE

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Minutes of the Monthly Meeting of the Board of Directors

April 1, 2021

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, April 1, 2021. President & CEO Roy Pescador called the meeting to order at 7:04 p.m. EDT.

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

Also present were: Kathy Adamle, Rhonda Dyer, Norma Snelling.

Absent were: Katelyn Allardyce, Annalisa Berns, Rena Ferguson, Beverly Moody, Megan Ortega.

Members of the Board were asked to review the March Minutes that will be posted to Google Drive and inform Corporate Secretary Grinnell of any necessary changes.

### Officers' Reports

#### President & CEO's Report, Roy Pescador

President & CEO Pescador reported that Sharon Ward has stepped down as Social Media Manager. Manager Berns drafted a letter informing the membership of the available position. The letter should be included in the April Newsletter.

He also reported that Canadians have started reaching out more, regarding testing.

#### Executive Vice-President's Report, Joe Stacks

Executive Vice-President Stacks reported that he has been talking to Manager Berns, regarding social media. She suggested hiring someone to manage social media and moderate the Facebook page.

He also reported that he has been received a suggestion to change the number of known subjects for the Avalanche Certification from 2 to 0-3. However, he states that the suggestion was met with significant opposition.

Executive Vice-President Stacks stated that he has talked to Avalanche handlers that say their finds were never recognized. He proposed starting a database to keep track of Avalanche finds.

He also stated that he has received feedback that there are a lot of teams in California who would be candidates for NSDA. Manager Dyer stated that outside certification in California

is worthless, as certifications for only a few organizations are recognized. However, she feels that while a NSDA certification may hold no value to a team in California, our membership is valuable for other things that are offered.

He is also working on a letter to the membership about benchmarking information/lessons learned/best practices in the community. He said that such a database could serve as a self-regulating system where people can go for information and sources if they have questions.

**Corporate Secretary's Report, Julie Grinnell**

Corporate Secretary Grinnell reported she is still learning the new email forwarding system.

She also reported that she has been working with Manager Adamle to update files.

**Chief Financial Officer's Report, Brendan Fike**

Chief Financial Officer Fike reported that he is working on the taxes with Assistant Financial Officer Daggett. He stated that we also have a new accountant.

He stated that he will be sending out the March financial report in the next few days.

**Program Reports**

**Communications Program, Katie Allardyce**

Absent. President & CEO Pescador spoke with Communications Program Manager Allardyce, who stated that meeting times are difficult for her, but she will try to communicate more with the Board.

She also stated that she has been fielding a lot of emails.

**Education Program, Annalisa Berns**

Absent. No report sent.

**Evaluation Program, Kathy Adamle**

Manager Adamle reported that there is one new Evaluator for Avalanche, who also plans to apply for either Land HRD or Live Find.

She stated that some members are having difficulty paying for tests, and that there is a File Not Found on the website.

Manager Adamle reported that testing is starting to get busy. She plans to send a letter out to the Evaluators, to try to get more participants for an upcoming testing event out west.

President & CEO Pescador asked Website Liaison Grinnell to touch base with the Webmaster about the website pages showing Page Not Found sometimes but loading fine at other times.

Editor Snelling said that she received an email from the webmaster with website update ideas. President & CEO Pescador asked her to send them to Website Liaison Grinnell so that she could discuss them with him.

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

Administrator Scruggs reported 18 certifications to date.

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She stated that Avalanche handlers seem to be trying to get their recertifications done.

Newsletter, Norma Snelling

Editor Snelling reported that there are currently 1646 subscribers to the Newsletter.

Program Marketing, Beverly Moody

Absent. No report sent.

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 36 (thirty-six) individual thank-you emails and 1 (one) team thank-you emails for joining or renewing memberships.

She stated that 3 (three) new teams joined during the month of March, bringing our team membership up to 19 (nineteen) team memberships with 248 members, and 242 individual memberships for a total of 490 members.

PODCASTS, Megan Ortega

Absent. Reported via email that she has been working with Manager Berns on connectivity issues and to determine remote audio recording. They have also been working on troubleshooting feedback and echo.

She also reported that she has developed written expectations for podcast guests.

Manager Ortega stated that she has taken the first steps towards establishing a contract for podcast guests, and disclaimer language to be included at the beginning or end of each episode.

Manager Ortega reported that she has been working with Manager Berns on the 2021 NSDA Pod Conference, specifically topics, guests, scheduling, and outline. She will have the audio intro and cover art to share with the group next week.

SAR Shop, Norma Snelling

Manager Snelling reported that there was a net of \$13.11 for March.

Director Scruggs asked where merchandise is being advertised. Manager Snelling stated that it is advertised in the Newsletter but needs to also go on Facebook.

Manager Snelling suggested finding a company that will print shirts as needed. The Board will discuss.

Social Media Supervisor

No report.

Testing Program, Rhonda Dyer

Manager Dyer reported that she forwarded one request to Editor Snelling. She asked Manager Adamle if she would like to be included in the emails. Manager Adamle said that she would. Editor Snelling said the requesting team needs to be reminded that they will need more people if they want reimbursement.

### **Old Business**

President & CEO Pescador stated that he is slowly transferring files from the shared drive of Google Drive to G Suite. He is asking that whoever has files on their personal drive to send them to him or upload them. Manager Adamle reminded him that the dates need to be updated on the files when they are transferred. President & CEO Pescador said that he is hoping to automate that.

A motion was made to accept the updates to the Policies & Procedures – Newsletter Division that Editor Snelling had sent to the Board. Corporate Secretary Grinnell made the motion to accept. Chief Financial Officer Fike seconded the motion. Motion carried, unanimously.

### **New Business**

Manager Adamle stated that she worked with Corporate Secretary Grinnell to update the Application for Principal Status.

She asked up the Code of Conduct and Ethics Statement for the Board of Directors could be reworded for Principal Evaluators. She stated that she will pull up forms from other organizations as examples. Corporate Secretary Grinnell offered to work with her on it.

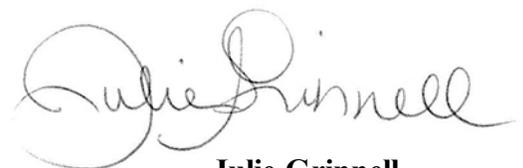
Editor Snelling express a desire to add an additional segment in the Newsletter policy to address advertising. After discussion, it was decided that there would be a disclaimer on each page stating that ads are paid for and not endorsed by NSDA. President & CEO Pescador suggested expanding policy point 8 to include more concrete criteria for acceptance or rejection of ads. Corporate Secretary Grinnell made a motion to accept the policy contingent on clarifying item number 8. Executive Vice-President Stacks seconded. Motion carried, unanimously.

President & CEO Pescador proposed annual Evaluator awards for 2020 of a 1 (one) year membership for the top three Evaluators, plus a \$100 voucher for the top Evaluator, a \$50 voucher for second place, and a \$25 voucher for third place. Vouchers would be good for SAR Shop merchandise or testing fees. Executive Vice-President Stacks made the motion to accept. Corporate Secretary Grinnell seconded. Motion carried, unanimously.

The same motion was made for 2019. Corporate Secretary Grinnell made the motion. Executive Vice-President Stacks seconded. Motion carried, unanimously.

President & CEO Pescador reported that Manager Ward stepped down. Manager Berns reported that she is drafting a letter for the Newsletter and will get it to Editor Snelling by April 10<sup>th</sup>.

As there was no further business, a motion was made to adjourn by Corporate Secretary Grinnell and seconded by Executive Vice President Stacks.  
Meeting adjourned at 8:29 p.m. EDT.



**Julie Grinnell**  
Corporate Secretary