



## NATIONAL SEARCH DOG ALLIANCE

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Minutes of the Monthly Meeting of the Board of Directors

July 1, 2021

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, July 1, 2021. Executive Vice President Joe Stacks called the meeting to order at 7:08 p.m. EDT.

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

Also present were: Kathy Adamle, Rena Ferguson, Megan Ortega, Norma Snelling.

Absent were: Roy Pescador, Annalisa Berns, Rhonda Dyer, Beverly Moody, Heather Proper – Van Valkenberg.

Members of the Board were asked if there were any corrections to the minutes from the June 3, 2021, Monthly Meeting which were posted in the NSDA folder on Google Drive. Suggested corrections will be made, and the Certified Minutes posted to the website.

### **Officers' Reports**

President & CEO's Report, Roy Pescador

Absent. Nothing to report.

Executive Vice-President's Report, Joe Stacks

Nothing to report.

Corporate Secretary's Report, Julie Grinnell

Corporate Secretary Grinnell reported that on June 22, 2021, a special meeting of the Board of Directors was held to discuss the proposed Flanker Certification. It was decided that a letter would go out to the teams that are members of NSDA, asking if they would like to participate in development of the program.

Corporate Secretary Grinnell stated that she took care of some correspondence for NSDA, both email and regular mail.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that because it is only the first of the month, he has not yet received the financial reports from Assistant Financial Officer Daggett. He will forward them to the Board and Program Managers when he receives them.

## Program Reports

Communications Program, vacant

Education Program, Annalisa Berns

Absent. Report was submitted with Manager Ortega.

Evaluation Program, Kathy Adamle

Manager Adamle reported that there were 12 beta tests for Wilderness HRD and 10 beta tests for Urban Trailing. She stated that she did not receive any feedback on Urban Trailing, and only received positive feedback for Wilderness HRD. She feels that both tests can go to full status and asked the Board to vote.

Corporate Secretary Grinnell made a motion to sanction the Wilderness HRD test. Director Scruggs seconded the motion. Motion carried with 4 votes for, 1 absent.

Chief Financial Officer Fike made a motion to sanction the Urban Trailing test. Corporate Secretary Grinnell seconded the motion. Motion carried with 4 votes for, 1 absent.

She also reported that there are a couple apprentices still working through the system.

Manager Adamle also noted the passing of Evaluator David Forker.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that tests are starting to pick up. She stated that 63 tests have been given so far in 2021.

Newsletter, Norma Snelling

Editor Snelling reported that there are currently 1656 subscribers to the Newsletter.

She asked Manager Adamle to send her information on any test or testing event that is being held, even if it is closed, so that readers can see that testing is happening.

Administrator Scruggs stated that Manager Dyer is the person who receives that information and should be the one to send it to Editor Snelling.

Program Marketing, Beverly Moody

Absent. No report sent.

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 23 individual thank-you emails for joining or renewing memberships.

She stated that we have 18 (eighteen) team memberships with 250 members, and 235 individual memberships for a total of 485 members.

PODCASTS, Megan Ortega

Manager Ortega reported that a meeting was held to discuss the 2021 Podcast Conference. She feels that good progress is being made. She stated that she is working with President & CEO Pescador on advertising, and that Chief Financial Officer Fike was able to get the credit card information set up. She stated that she will send Editor Snelling an announcement for the Newsletter and will try to have information about the conference for the Newsletter each month.

She also stated that she now has an email that works.

Manager Ortega reported that she has uploaded the cover art for the Podcast. She stated that she should have the Podcast intro finished this week. She will send the intro music out for input.

She stated that she is working on filling out the schedule of interviewees. She asked for suggestions for long-time, reputable SAR team leads that might be interested in being interviewed. She would like to do a podcast about getting into SAR locally, and who to contact.

Director Scruggs stated that she is willing to do a podcast on how to start dogs in water work. She also suggested that she could ask her breeder about being interviewed about going into SAR after being in another K9 field for a long time.

Editor Snelling stated that she keeps finding old lists of podcasts. She said that if Manager Ortega wants to send her a list of what she is looking for, Editor Snelling will look to see if she can find it and send it to Manager Ortega to see if she can open it. Director Scruggs said that when she was Corporate Secretary, she kept all the old podcast files and suggested that Corporate Secretary Grinnell see if they are on the old NSDA thumbdrives.

Manager Ortega asked about having events posted to the website. Website Liaison Grinnell told her the information she would need to pass on to the Webmaster.

#### SAR Shop, Norma Snelling

Manager Snelling reported that there was a net of \$17.11 for June.

She stated that she would like someone to take over the SAR Shop. Corporate Secretary Grinnell suggested posting something in the newsletter.

#### Social Media Supervisor, Heather Proper – Van Valkenberg

Absent. Reported via email that she has found 2 different Instagram accounts, neither with posts within the last 6-7 years. She does not have the login information for them, so she cannot update or delete them. Editor Snelling stated that she has the login information. Corporate Secretary Grinnell said she will have Supervisor Proper – Van Valkenberg contact Editor Snelling. Director Scruggs suggested deleting the old accounts and starting a new one.

Supervisor Proper – Van Valkenberg asked if we could post links for the Newsletter and Podcast on the Facebook page. She was told yes for the Newsletter, but that she would need to wait until the Podcast was up and running before posting a link to it.

She also stated that she posted the resource list to the Facebook page, but then deleted it after receiving negative feedback. Director Scruggs stated that the resource list is meant for agencies to be able to go to the website and retrieve the list, not for the general public.

Supervisor Proper – Van Valkenberg asked what other social media accounts we are interested in. She stated that she thinks there is a Twitter account. Editor Snelling stated that she has a confirmation email from Twitter that she will look at and see what she needs to do with it.

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Supervisor Proper – Van Valkenberg also asked for information about any upcoming events or tests, so that she can post them.

She stated that she hopes to make posts at least twice a week.

Testing Program, Rhonda Dyer  
Absent. No report sent.

Website Liaison, Julie Grinnell

Liaison Grinnell reported that she has been in communication with the Webmaster, discussing a website rebuild and the email forwarders. She reported that it sounds like we can take care of both issues, together. They are continuing discussion about a previously suggested WordPress template. Liaison Grinnell asked who has the WordPress template information from the previous discussions. Editor Snelling stated that she had the email with the previous WordPress information, and will send it to Liaison Grinnell if she can find it.

She also stated that she asked how to post events on the webpage, so if anyone has events to post, to contact her and she will let them know what information is needed.

Liaison Grinnell reported that the Webmaster informed her that the NSDA amember account is not updated, and there are updates he feels would benefit the organization. He stated it would be \$80 for an annual subscription, to be able to receive the updates. Director Scruggs stated that if the Webmaster is suggesting it, it should be done. Manager Ferguson asked that if the updates are done, to please let her know since she does a lot of work in amember.

### **Old Business**

Executive Vice-President Stacks stated that the last business plan is from 2017. He reported that he is about  $\frac{3}{4}$  of the way through reviewing the existing business plan and that when he is finished, he will send it to the Board for discussion.

He stated that there are a few things that have stood out to him. The current plan's Executive Summary is 3 pages. He feels it can be condensed. He also noted that Law Enforcement is frequently mentioned in the plan and suggested considering a Law Enforcement Official for the position of Executive Director. Executive Vice-President Stacks pointed out the section on Competitive Comparison, which compares NSDA to other organizations like NASAR, SARDUS, FEMA, etc. He stated there are a lot of areas we should look at that need work.

He also noted the section on Marketing and Promotion and suggested trying to obtain a celebrity endorsement.

### **New Business**

Chief Financial Officer Fike reported that he has been informed that Kai Hernandez would like to raise the Glenn Thompson Memorial 9/11 Scholarship from \$1000 to \$1500 and would also like to offer a second scholarship.

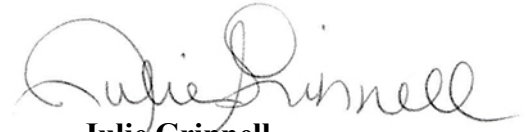
He asked if NSDA handles the applications. Editor Snelling stated that we receive the applications and send them on to Ms. Hernandez.

Editor Snelling stated that she will send Chief Financial Officer Fike the scholarship guidelines. She stated that the deadline is August 15 so if we post something in the newsletter it will need to go in the July newsletter. Chief Financial Officer Fike stated that he will contact Ms. Hernandez tonight and cc Editor Snelling in the email. Editor Snelling reminded Chief Financial Officer Fike that he will

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also need to keep track of the additional expenses that the scholarship covers, such as health checks, medical screenings and vaccinations.

As there was no further business, a motion was made to adjourn by Corporate Secretary Grinnell and seconded by Director Scruggs.  
Meeting adjourned at 8:21 p.m. EDT.



**Julie Grinnell**  
Corporate Secretary