



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

November 4, 2021

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, November 4, 2021. President & CEO Roy Pescador called the meeting to order at 7:09 p.m. EST.

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

Also present were: Kathy Adamle, Annalisa Berns, Rena Ferguson, Megan Ortega, Norma Snelling, Rick Strasser.

Absent were: Heather Proper – Van Valkenberg.

Members of the Board were asked if there were any corrections to the minutes from the October 7, 2021, Monthly Meeting which were posted in the NSDA folder on Google Drive. As there were none, the Certified Minutes will be posted to the website.

Officers' Reports

President & CEO's Report, Roy Pescador
Nothing to report.

Executive Vice-President's Report, Joe Stacks

Executive Vice-President Stacks reported that he spoke with Marketing Manager Moody and she felt it was time for her to step down. He will begin looking for a replacement for Marketing Manager.

Corporate Secretary's Report, Julie Munn

Corporate Secretary Munn reported that the following motion was made by email on October 29, 2021, by President & CEO Pescador:

“When an Evaluator provides 5 (five) or more field tests in 1 (one) calendar year, their membership dues for the subsequent year shall be paid for by NSDA.”

The motion was seconded by Executive Vice-President Stacks. The motion carried, unanimously.

She also reported that the Motions by Topic file has been updated through October and has been uploaded to Google Drive.

Corporate Secretary Munn stated that she worked with Manager Adamle to update Evaluator forms.

She also reported that she also updated permissions in Google Drive and Slack, added and cleaned up email forwarders, and updated the Organizational Chart and uploaded it to the website.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that the October Financials have been sent out.

Program Reports

Communications Program, Heather Proper-Van Valkenberg

Absent, no report sent.

Education Program, Annalisa Berns

Manager Berns reported on behalf of herself and Manager Ortega. She reported that they have been working on the podcast. She stated that interviews are done, and they are in the editing stage. They are also working on scheduling, promotion, and advertising. Manager Berns stated that she will submit the expenses to Assistant Financial Officer Daggett.

Director Scruggs asked if we could send out an email to the membership, letting them know that the Podcast is starting. Corporate Secretary Munn stated that if Manager Berns sends her what she wants in the email, Corporate Secretary Munn can send it out.

Evaluation Program, Kathy Adamle

Manager Adamle reported that she feels we have made an inroad on the east side of the country. She stated that she went to Maryland and did 10 tests and feels we may gain an Evaluator from the area.

Manager Adamle stated that she would like to revisit the boarding policy.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that 123 tests have been given so far in 2021.

She stressed the need for Evaluators to be able to fill out their forms online. President & CEO Pescador stated that he is working on it and is looking into developing an app for this purpose.

Administrator Scruggs stated that she is reviewing the Discipline Tests.

She also reported that people are still having trouble paying for their tests, online.

Newsletter, Norma Snelling

Editor Snelling reported that there are currently 1691 subscribers to the Newsletter.

She asked President & CEO Pescador if he will be appointing a Chair for the Nominations Committee, as she would like to post the application in this month's newsletter. President & CEO Pescador stated that he will look for the application to send to her.

Program Marketing, Vacant

Executive Vice-President Stacks stated that the Marketing Manager position is open. President &

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CEO Pescador stated that if we get a list of candidates, it can be submitted to the Board. Director

Scruggs suggested contacting someone in marketing and look for students that may be interested. Editor Snelling suggested using VolunteerMatch. Executive Vice-President Stacks stated that he knows a manager at Amazon and will speak to them about possible candidates. He also asked that anyone with other ideas contact him.

President & CEO Pescador stated that we need icons for the new disciplines.

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 16 (sixteen) individual thank-you emails for joining or renewing memberships and 2 (two) thank-you emails to teams for joining or renewing memberships.

She stated that we have 18 (eighteen) team memberships with 240 members, and 268 individual memberships for a total of 508 members.

Manager Ferguson also reported that she sent out 74 membership cards in October.

PODCASTS, Megan Ortega

Report submitted with Manager Berns.

SAR Shop, Rick Strasser

Manager Strasser reported that he has started on inventory, based on what he saw other search organizations were offering. He stated that the vendor he wants to use is in California. The current list of items is only clothing, but hard goods will be added, later. Corporate Secretary Munn reminded Manager Strasser that we must follow logo color policy as outlined in the Policies & Procedures 7.1 – Display of Patches and Logo. Manager Adamle requested that jackets be made available and questioned changing the main shirt color for the fourth time. After much discussion on color, discussion will be continued by email in the interest of time.

Manager Strasser reported \$51.24 net for October + one free book for a contest winner.

Social Media Supervisor, Heather Proper – Van Valkenberg

Absent. No report sent.

Testing Program, Rick Strasser

Manager Strasser stated that he would like to tighten up testing. He said that he feels it is not clear to the membership that they can do individual, group or regional testing and stated that he will put together information for everyone's input on how we can address the situation.

Website Liaison, Vacant

Old Business

Manager Berns stated that she will take on the role of Website Liaison, if NSDA uses her person.

Executive Vice-President Stacks stated that he is reluctant to try to increase member benefits when

there are so many holes in existing departments.

New Business

Executive Vice-President Stacks stated that he would like to see us have an in-person convention, possibly 4 days, with speakers, vendors, etc.

Executive Vice-President Stacks suggested having NSDA host an Avalanche Preseason Community Zoom seminar. He stated that it could also serve as a recruitment opportunity for resort Avalanche dogs.

Chief Financial Officer Fike stated that Kai Hernandez reached out to him and said she was interviewed for an article that has created a lot of interest in people donation prizes to NSDA. She asked for suggestions on how we would like to set it up or guide her on how she should proceed. Discussion will continue via email.

As there was no further business, a motion was made to adjourn by Corporate Secretary Munn and seconded by Director Scruggs.
Meeting adjourned at 9:38 p.m. EST.

A handwritten signature in black ink that reads "Julie Munn". The signature is written in a cursive style with a large, circular initial "J" and a long, sweeping underline.

Julie Munn
Corporate Secretary