



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

January 6, 2022

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, January 6, 2022. President & CEO Roy Pescador called the meeting to order at 7:06 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, Rena Ferguson, Norma Snelling, Annette Compton, Terry Crooks, Rayanne Chamberlain.

Absent were: Annalisa Berns, Megan Ortega, Rick Strasser, Heather Proper – Van Valkenberg.

Members of the Board and Program Directors will be notified when the Minutes from the December meeting are posted to Google Drive.

Officers' Reports

President & CEO's Report, Roy Pescador

President & CEO Pescador reported that he has reached out to some of the pet insurance companies to see if they'd like to partner with us.

President & CEO Pescador reported that he has appointed Bob Calkins as Nominations Committee Chairman. A letter has been sent to the membership, informing them of the appointment.

Executive Vice-President's Report, Joe Stacks

Executive Vice-President Stacks reported that has been working on the business plan with his Score mentor.

He stated that he was able to get some recommendations for Marketing Manager from an Amazon manager, and he also has a contact for a Webmaster candidate.

Corporate Secretary's Report, Julie Munn

Corporate Secretary Munn reported that the yearly BOD forms have been sent out to the Board of Directors. She reminded Board members that they need to be filled out and returned to her by Monday, January 17.

Minutes of the Monthly Meeting
January 6, 2022

Corporate Secretary Munn reported that she has sent the Nomination Letter from Bob Calkins, with the nomination form, to the membership.

She also stated that she spoke to the Webmaster about the website rebuild. He stated that he has been sick and has a lot of new year items that he is working on but will send her the design ideas when he is caught up. She also gave him some items to update on the website.

Corporate Secretary Munn stated that she is trying to coordinate with Assistant Financial Officer Daggett on sending a year-end gift to Gary Blocker.

She also reported that the Motions by Topic file has been updated through the end of 2021 and uploaded to the NSDA Shared Folder in Google Drive.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that Assistant Financial Officer Daggett has been on vacation, but he will send the financials to the Board when he receives them.

He stated that GuideStar needs to be updated. He has started the update process but needs to talk to Assistant Financial Officer Daggett before he can complete it. He also wants to discuss with Assistant Financial Officer Daggett what the benefits of GuideStar are.

Chief Financial Officer Fike stated that he sent the budget draft to the Program Managers and asked them to look it over and give him feedback soon so that it can get finalized and approved.

Program Reports

Communications Program, Heather Proper-Van Valkenberg
Absent, no report sent.

Education Program, Annalisa Berns
Absent, no report sent.

Podcasts/Webinars, Megan Ortega
Absent, no report sent.

Evaluation Program, Kathy Adamle

Manager Adamle reported that there is one Evaluator taking the online workshop for Water HRD, and they will also apply for Land HRD. Administrator Scruggs asked for clarification on how many tests need to be evaluated before they can send in documentation to start a second discipline. Manager Adamle stated that if they are already a Principal Evaluator for an approved organization, they only need to evaluate one apprentice test. Once they do that and the online workshop, they can apply for the next discipline. Administrator Scruggs said there needs to be discussion about allowing apprenticeships for more than one discipline at a time. President & CEO Pescador asked her to put it in an email to the Board and Manager Adamle.

Manager Adamle stated that 15 (fifteen) workshops are lined up for 2022, after April. President & CEO Pescador stated that he had a request from someone, to redo their workshop. He told them he would ask Manager Adamle. She said to have them contact her.

Minutes of the Monthly Meeting
January 6, 2022

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that there were no tests for January, but there are a lot coming up.

President & CEO Pescador asked how many tests were given in 2021. Administrator Scruggs said 179.

Newsletter, Norma Snelling

Editor Snelling reported that there are currently 1699 subscribers to the Newsletter.

She stated that she would like to make an announcement in the February newsletter that anyone applying for the Board can put something in the newsletter. President & CEO Pescador said the policy is that what they submit will be put in the newsletter, and suggested she talk to Chairman Calkins.

Program Marketing, Vacant

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 19 (nineteen) individual thank-you emails for joining or renewing memberships. She also sent out 1 (one) thank you note to a team who renewed their membership.

She stated that we have 17 (seventeen) team memberships with 230 members, and 265 individual memberships for a total of 495 members. She reported that, in comparison, there were 16 (sixteen) teams and 441 members at the end of December 2020.

SAR Shop, Rick Strasser

Absent, no report sent.

Social Media Supervisor, Heather Proper – Van Valkenberg

Absent. No report sent.

Testing Program, Rick Strasser

Absent, no report sent.

Website Liaison, Julie Munn

Report given in Corporate Secretary's report.

Old Business

Rayanne Chamberlain reported that 5 (five) members have volunteered for the Flanker Proposal Committee. They represent Pennsylvania, Florida, Idaho, Colorado, and Michigan. She stated that they have begun work and have set a deadline of January 14th to review the scope and focus of the plan and to update the list of requirements and recommended classes. From there, they will continue to set short deadlines as they continue with proposal development.

Executive Vice-President Stacks reported that he has sent out updates for the Business Plan. He stated that he did a complete rewrite, on suggestion of his mentor. He stressed the importance of getting feedback on the "deliverables" and who their owners would be. He suggested doing metrics on members who leave to find out why and how we could get them back. He also

suggested

improving member benefits. He asked everyone to look over the plan and send feedback.

President & CEO Pescador asked Editor Snelling what her thoughts are on fundraising since she mentioned it in her podcast interview. Editor Snelling asked why we are worried about fundraising if we aren't spending on seminars. President & CEO informed her that he has been discussing annual or bi-annual seminars with Managers Berns and Ortega.

Manager Adamle stated that the Evaluations Program could use funds for supporting getting Evaluators around the country for evaluations. Administrator Scruggs suggested writing up a proposal for going into an area and putting on a workshop to recruit Evaluators. President & CEO supported a proposal and said we would see if we could develop it.

Executive Vice-President Stacks reported that he has continued to look into recruiting a Program Marketing Manager. He stated that we need a job description. Then he will send it to the Amazon Manager so that she can send it to her contacts.

New Business

President & CEO Pescador asked about rewriting the Covid letter on the website or taking it down. Corporate Secretary Munn pointed out that it covers through 2022 so we should leave it on the website.

President & CEO Pescador asked Annette Compton and Terry Crooks if they would like to say anything. They both declined.

As there was no further business, a motion was made to adjourn by Corporate Secretary Munn and seconded by President & CEO Pescador. Meeting adjourned at 8:26 p.m. EST.



Julie Munn
Corporate Secretary