



NATIONAL SEARCH DOG ALLIANCE
Minutes of a Regular Meeting of the Board of Directors

July 6, 2017

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A regular monthly meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, July 6, 2017. President Norma Snelling called the meeting to order at 7:02 p.m. EDT.

The following Directors were present and constituted a quorum:

Susan Fleming, Roy Pescador, Heather Proper-Van Valkenberg, Sherry Scruggs, Jen Skeldon, Norma Snelling, Sue Wolff

Also attending were:

Julie Davis, Karen Nesbitt

Members of the Board were asked if there were any corrections to the minutes from the June 1, 2017 Quarterly meeting and the special meeting on June 12, 2017 that were posted in the Google Drive NSDA shared folder. As there were none, the minutes were approved as written.

OFFICER'S REPORTS

President's Report, Norma Snelling

President Norma Snelling reported that two (2) separate certificates for Avalanche will be issued to differentiate between Ski Patrol and First Responder certifications.

President Snelling stated that she will be meeting with the Treasurer and Assistant Treasurer next week to develop new procedures for NSDA's finances.

Vice-President's Report, Susan Fleming

Vice-President Susan Fleming stated that she is working on the Trailing Standard by combining the Wilderness Trailing I, II and I with Evidence with the Wilderness Trailing III document. No changes on the standards are being made.

Secretary's Report, Sue Wolff

Secretary Sue Wolff reported on the three (3) votes by e-mail: updated version of records retention time periods in the NSDA Policies and Procedures approved; any NSDA director, representing themselves as such, needs to have Board approval prior to discussing Evaluator or member conduct to anyone outside of the Board of Directors defeated; Land HRD Field Test & the Evaluator Guidelines approved.

Treasurer's Report, Heather Proper-Van Valkenberg

Treasurer Heather Proper-Van Valkenberg ascertained that everyone had received the e-mailed Income and Expense Report, the Statement of Financial Position and the Detailed I&E Report.

COMMITTEE REPORTS

Education Program Manager, Roy Pescador

Manager Pescador said he expects to have a draft review of Area and Trailing in the next three (3) weeks.

Evaluator Program Manager

Acting Evaluator Program Manager Susan Fleming reported that the following changes had been made: Caroline Gillette was approved via e-mail as Apprentice Evaluator for Area Search; Sally Olsen completed her apprenticeship for Area Search and has upgraded to Principal Evaluator; Suzanne Elshult added Area Search with Large Source to the disciplines she is qualified to evaluate; Sue Bonney resigned as a Disaster Principal Evaluator. Manager Fleming said Norma Snelling worked on a short form for Evaluators to use when requesting adding Area with Live Subject and Large Source Cadaver to the disciplines they evaluate. Currently, anyone with Area and Land HRD are qualified, but the Evaluator needs to request the addition.

Testing Administrator/Resource Program Manager, Sherry Scruggs

Manager Scruggs said that an Evaluator had inquired about where to send the completed Risk Assessment form. The correct dispersal of this form will be added to the "Cheat Sheet" by Ms. Scruggs and Vice-President Fleming.

Newsletter Editor, Norma Snelling

President Snelling reported that, as of July 2, 2017, there were 1,374 subscribers.

Membership Program Manager, Julie Davis

Manager Davis said that the membership renewal notices may not be going out and wanted to know who to contact regarding the possible problem. President Snelling said she would confer with the NSDA Web Master as there may have been a glitch when the new aMember program went online.

PODCASTS Division Supervisor, Eva Briggs

No contact; no report

Merchandising Program, Norma Snelling

There were \$117 net sales showing a return of 74%.

Social Media Manager, Suzanne Elshult

Report attached.

Testing Program Manager, Karen Nesbitt

Manager Nesbitt stated that she is being contacted too close to the testing dates to promote them properly. President Snelling directed Acting Evaluations Program Manager Fleming to e-mail all Evaluators about this problem and stress that open tests need to be advertised.

Website Liaison, Laurie Strite

As she was on a search, Ms. Strite e-mailed that there had been twelve (12) website changes completed and one (1) problem closed.

Unfinished Business

President Snelling reported that she has been unable to reach the Web Master regarding the off-site file storage.

The face-to-face meeting is scheduled for the weekend of September 16, 2017, stated President Snelling. She asked that Board of Directors members who live in the West, Jen Skeldon and Roy Pescador, check for flight times so everyone can arrive and depart at similar times.

President Snelling requested that Board members send their survey questions to her by Tuesday, July 11, 2017.

President Snelling reiterated her request for Board members to send her links to websites whose design they like.

President Snelling asked former NSDA Secretary Jen Skeldon what had been with all the original paperwork after she had scanned it and sent it to the current Secretary. Ms. Skeldon said that the papers were shredded.

New Business

President Snelling said that the State of Michigan was looking to establish a state wide standard for Trailing and requires a 24 hour old track. NSDA standards require a 12 to 24 hour track. Sue Wolff made a motion to add an addendum to the NSDA Trailing Field Test to state that tracks laid for State of Michigan handlers must be 24 hours old. The motion was seconded by Susan Fleming and the motion carried.

Vice-President Fleming made a motion to accept the National Network of Canine Detection Services (NNCDS) Land HRD as a testing standard for transfer of Evaluator credentials. Heather Proper-Van Valkenberg seconded the motion. Motion carried.

Membership Requirement for Program Managers was tabled.

Roy Pescador presented his observations from Washington State handlers regarding a website Resource List for law enforcement use. Vice-President Fleming stated that NSDA already has a Resource List online with all the information needed by agencies seeking K-9 assistance. Mr. Pescador stated that the agencies needed to be able to search the list by varying data including counties. President Snelling said it would be easy to add county to the registration form. She will check with the States of Washington and Michigan to see what information they require.

Sherry Scruggs stated that the map requirement had been removed from Land HRD and made a motion, seconded by Sue Wolff, to remove it from Water HRD. Motion carried. Ms. Scruggs will edit the documents and send them to Secretary Wolff for the website.

Jen Skeldon requested that NSDA send cards to members who had recently lost their K-9s. President Snelling directed Ms. Skeldon to send her the information and the President would take care of it.

President Snelling asked all Board members to consider raising member's testing fees from \$30 to \$35. This proposal will be discussed at a later date.

The meeting adjourned at 8:23 p.m. EDT.

A handwritten signature in black ink, appearing to be 'Sue Wolff', written over a light blue rectangular background.

Secretary

NATIONAL SEARCH DOG ALLIANCE

COMMITTEE REPORTS

July 6, 2017 Board of Director's Meeting

Executive Committee Report.



NATIONAL SEARCH DOG ALLIANCE

Report of the Executive Committee

A regular meeting of the Executive Committee of the National Search Dog Alliance was held by conference call on Thursday, July 20, 2017. It was called to order by Chair Norma Snelling at 7:01 p.m. EDT

The following members of the Executive Committee were present:

Susan Fleming Heather Proper-Van Valkenberg Norma Snelling Sue Wolff

Susan Fleming presented Julie Davis' request to endorse the National Network of Canine Detection Services (NNCDS) as an approved organization for transfer of Evaluator credentials. Mrs. Fleming had e-mailed a checklist to all Executive Committee members showing that NNCDS meets all the NSDA requirements for an approved organization. She made a motion, seconded by Heather Proper Van-Valkenberg, to approve this organization and for Chair Snelling to take the Executive Committee's approval to the BOD for the Alliance's approval. Motion carried.

Chair Snelling asked Sue Wolff the status of changes to the NSDA Bylaws and Ms. Wolff reported that the major change left to be addressed is voting procedures related to the change from nine (9) to seven (7) Directors. Chair Snelling said she had devised a method of continuing to have staggered terms and electing two (2) Directors one year, two (2) the next year and three (3) the final year of the cycle. A discussion proceeded on how hard it was to get nominees from regions. The general consensus was to do away with regions and have the Directors elected at large. That recommendation will be taken to the Board.

Chair Snelling reported that September 16, 2017, was the date of the BODs Face-To-Face meeting in Philadelphia. As she still has not heard from Roy Pescador (which may have been a result of an incorrect e-mail address), she will contact him.

A requirement for obligatory attendance for Board members at a meeting was discussed. Having a specific number of non-excused absences before being considered as resigned is under deliberation.

Chair Snelling asked Sue Wolff to explain her proposed revision of the budget configuration making Program Managers responsible for their income and expenditures as budgeted. After a discussion, it was decided that she will send a document outlining the plan to the Executive Committee.

Chair Snelling asked Susan Fleming if there had been any applicants for the Evaluation Program Manager and Ms. Fleming said only one who had declined after seeing the job requirements. It was decided that the Manager did not need to be an Evaluator. Chair Snelling will compile a two to three (2-3) question

survey to send to members to see who might be interested in the position.

Chair Snelling reported that she has not been able to talk to Gary Blocker about NSDA Office Cloud storage and re-doing the website. She directed each Committee member to go to other websites and make note of what they like.

Chair Snelling directed Treasurer Heather Proper-Van Valkenberg to contact Assistant Treasurer Cam Daggett and Capital One Bank regarding withdrawing NSDA funds, finding out who has access to the NSDA account and how to change that list. All Committee members agreed to online banking for NSDA accounts. Ms. Proper-Van Valkenberg is to check on signatories on both the Capital One and Bank of America accounts and up-date them.

Sue Wolff asked Susan Fleming where the Disaster Standards stood regarding posting to the NSDA website. Mrs. Fleming replied that June 15, 2017, was the deadline for the Disaster Standards to have been finalized and she had not received anything from any of the Disaster Committee members. Chair Snelling said she would contact Sherry Scruggs about coordinating the Evaluator and public directions for the Disaster Standard so it could be posted online.

Chair Snelling asked Committee members to consider two proposals. One: requiring payment of NSDA dues once a year instead of staggered as it is done now. Two: Increasing NSDA testing fees to \$35 on January 1, 2018. Chair Snelling said she plans to survey other organization's charges.

The meeting was adjourned at 8:17 p.m. EDT.

RECOMMENDATIONS TO THE BOARD OF DIRECTORS:

1. Approve National Network of Canine Detection Services (NNCDS) as having approved testing standards for transfer of Evaluator credentials.
2. Do away with regions and elect Board members at large in order to facilitate the new configuration



Secretary's Report, Sue Wolff

There were three (3) motions by e-mail:

1. On June 9, 2017, Sue Wolff made a motion, seconded by Norma Snelling, to approve the updated version of records retention time periods in the NSDA Policies and Procedures. Motion carried.
2. On June 15, 2017, Jen Skeldon made a motion, seconded by Roy Pescador, that any NSDA director, representing themselves as such, needs to have Board approval prior to discussing Evaluator or member conduct to anyone outside of the Board of Directors. Motion defeated.
3. On June 30, 2017, Sue Wolff made a motion seconded by Sherry Scruggs, to approve the Land HRD Field Test & the Evaluator Guidelines as the documents had been previously sent to everyone, comments received and corrections made. Motion carried.

Treasurer's Report, Heather Proper-Van Valkenberg

| | | |
|---|-----------------|-----------------|
| Ordinary Income/Expense | | |
| Income | | |
| 43300 · Direct Public Grants | | |
| 43360 · Amazon Smile | 13.69 | 13.69 |
| Total 43300 · Direct Public Grants | <u>13.69</u> | <u>13.69</u> |
| 43400 · Direct Public Support | | |
| 43430 · Individual/Business Donations | 400.00 | 400.00 |
| Total 43400 · Direct Public Support | <u>400.00</u> | <u>400.00</u> |
| 45000 · Investments | | |
| 45030 · Interest-Savings, Short-term CD | 30.80 | 30.80 |
| 45040 · Interest - Checking | 1.66 | 1.66 |
| Total 45000 · Investments | <u>32.46</u> | <u>32.46</u> |
| 46400 · Other Types of Income | | |
| 46420 · Inventory Sales (Merchandise) | 298.92 | 298.92 |
| 46430 · Certification Field Test | 1,339.95 | 1,339.95 |
| 46440 · On Line Certification Testing | 300.22 | 300.22 |
| Total 46400 · Other Types of Income | <u>1,939.09</u> | <u>1,939.09</u> |
| 47200 · Programmed Income | | |
| 47210 · Membership Dues - Individual | 3,444.77 | 3,444.77 |
| 47230 · Membership Dues - Team | 1,260.00 | 1,260.00 |
| Total 47200 · Programmed Income | <u>4,704.77</u> | <u>4,704.77</u> |
| 49000 · Special Events Income | | |
| 49520 · Titusville Trailing Seminar | 350.00 | 350.00 |
| Total 49000 · Special Events Income | <u>350.00</u> | <u>350.00</u> |
| Total Income | <u>7,440.01</u> | <u>7,440.01</u> |
| Gross Profit | 7,440.01 | 7,440.01 |
| Expense | | |
| 63000 · Education and Research | 500.00 | 500.00 |
| 65000 · Operations | | |
| 65020 · Postage, Mailing Service | 8.33 | 8.33 |
| 65021 · Alliance Depot Goods & Shipping | 53.82 | 53.82 |
| 65040 · Office Supplies | 51.92 | 51.92 |
| 65075 · Hosting Fees | 233.38 | 233.38 |
| 65080 · PayPal Cost-Membership Dues | 111.07 | 111.07 |
| 65090 · PayPal Cost-Inventory Sales | 7.03 | 7.03 |
| 65100 · PayPal Cost-On Line Training | 20.14 | 20.14 |
| 65102 · PayPal Costs - Field Test | 28.67 | 28.67 |
| 65120 · Insurance - Liability and Bond | 1,751.00 | 1,751.00 |
| 65131 · Field Test Refunds | 225.00 | 225.00 |
| 65132 · Online Testing Refunds | 10.00 | 10.00 |
| 65133 · refund Alliance Depot | 25.64 | 25.64 |
| 65135 · Tax Prep | 325.00 | 325.00 |
| Total 65000 · Operations | <u>2,851.00</u> | <u>2,851.00</u> |
| 66000 · General Test/Training Cost | | |
| 66500 · Evaluator Travel | 600.00 | 600.00 |
| Total 66000 · General Test/Training Cost | <u>600.00</u> | <u>600.00</u> |
| 67000 · Regional Seminars | | |
| 67040 · Titusville Trailing Seminar | 196.99 | 196.99 |
| Total 67000 · Regional Seminars | <u>196.99</u> | <u>196.99</u> |
| 69000 · Financial Review / Audit | 1,000.00 | 1,000.00 |
| Total Expense | <u>5,147.99</u> | <u>5,147.99</u> |
| Net Ordinary Income | <u>2,292.02</u> | <u>2,292.02</u> |
| Net Income | <u>2,292.02</u> | <u>2,292.02</u> |

**National Search Dog Alliance 2017
Statement of Financial Position
As of June 29, 2017**

06/29/17
Cash Basis

| | Jun 29, 17 | Jun 29, 16 | \$ Change | % Change |
|---------------------------------------|-------------------------|-------------------------|----------------------|--------------------|
| ASSETS | | | | |
| Current | | | | |
| Assets | | | | |
| Checking/Savings | | | | |
| Bank of America | 51,292.37 | 47,626.04 | 3,666.33 | 7.7% |
| 2 - Capital One Bank | 31,242.53 | 31,157.03 | 85.50 | 0.3% |
| 3 - membership@n-sda.org | 3,205.34 | 6,569.07 | -3,363.73 | -51.2% |
| Total Checking/Savings | <u>85,740.24</u> | <u>85,352.14</u> | <u>388.10</u> | <u>0.5%</u> |
| Total Current Assets | <u>85,740.24</u> | <u>85,352.14</u> | <u>388.10</u> | <u>0.5%</u> |
| TOTAL ASSETS | <u>85,740.24</u> | <u>85,352.14</u> | <u>388.10</u> | <u>0.5%</u> |
| LIABILITIES & EQUITY | | | | |
| Equity | | | | |
| 30000 - Equity | 36,521.18 | 36,521.18 | 0.00 | 0.0% |
| 32000 - Unrestricted Net Assets | 46,927.04 | 42,801.94 | 4,125.10 | 9.6% |
| Net Income | 2,292.02 | 6,029.02 | -3,737.00 | -62.0% |
| Total Equity | <u>85,740.24</u> | <u>85,352.14</u> | <u>388.10</u> | <u>0.5%</u> |
| TOTAL LIABILITIES & EQUITY | <u>85,740.24</u> | <u>85,352.14</u> | <u>388.10</u> | <u>0.5%</u> |

NSDA Social Media Metrics 2017

Facebook

| Date | Metric |
|------------------|--------|
| | Likes |
| November 2014 | 434 |
| January 6, 2016 | 895 |
| January 1, 2017 | 1201 |
| January 29, 2017 | 1224 |
| March 1, 2017 | 1239 |
| April 1, 2017 | 1252 |
| May 1, 2017 | 1268 |
| June 1, 2017 | 1293 |
| July 1, 2017 | 1304 |

Twitter

| Date | Metric |
|------------------|-----------|
| | Followers |
| January 1, 2015 | 5 |
| January 6, 2016 | 11 |
| January 1, 2017 | 32 |
| January 29, 2017 | 32 |
| March 1, 2017 | 36 |
| April 1, 2017 | 36 |
| May 1, 2017 | 36 |
| June 1, 2017 | 36 |
| July 1, 2017 | 36 |

Instagram

| Date | Metrics |
|------------------|-----------|
| | Followers |
| January 1, 2015 | 8 |
| January 6, 2016 | 23 |
| January 1, 2017 | 50 |
| January 29, 2017 | 50 |
| March 1, 2017 | 52 |
| April 1, 2017 | 55 |
| May 1, 2017 | 56 |
| June 1, 2017 | 56 |
| July 1, 2017 | 57 |