



**NATIONAL SEARCH DOG ALLIANCE**  
**Minutes of a Regular Meeting of the Board of Directors**  
October 5, 2017  
*certified*

The Regular Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, October 5, 2017. President Norma Snelling called the meeting to order at 7:01 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 was Julie Davis.

Minutes from the September 7, 2017 Meeting were approved as written.

### **Officer's Reports**

#### **President's Report, Norma Snelling**

As the President's computer was not working, she was unable to retrieve her report. It will be e-mailed to the Board at a later date.

#### **Vice-President's Report, Susan Fleming**

Vice-President Fleming reported that she had attended a half-day workshop relating to using NSDA's Facebook page for business i.e. fundraising, visibility, etc. She relayed knowledge gained at the workshop and made the following suggestions:

1. Add more FB administrators.
2. Pick a theme each month and post often. Each post should have a picture or a video.
3. Start using FB for education videos (short ones) instead of relying on people to come to our web page.
4. Always encourage people to "like" us. Add this to every post.
5. Set up a theme for the month and a schedule of when each post should go out.
6. Use the FB analytics to collect data on the followers and users and learn what works for NSDA.

#### **Secretary's Report, Sue Wolff**

Secretary Wolff reported that there was one motion passed by e-mail since the last Board meeting. On September 29, 2017, Sue Wolff made a motion, seconded by Heather Proper-Van Valkenberg, to accept the re-write of the Policies & Procedures' Donations procedures. Motion carried.

### **Treasurer's Report, Heather Proper-Van Valkenberg**

After ascertaining that all the Board members had received the Treasurer's printed statements, Treasurer Proper-Van Valkenberg reported the following for the period of January through September, 2017:

Total income	10,915.45
Total expenses	8,968.82
Net income	1,946.63

Treasurer Proper-Van Valkenberg stated that Assistant Treasurer Cam Daggett has received notice of an upgrade for NSDA's Quick Books software as the current version will no longer be supported. President Snelling tasked Vice-President Fleming and Treasurer Proper-Van Valkenberg with looking into alternatives and reporting their findings to the Executive Committee.

### **COMMITTEE REPORTS' SYNOPSIS**

The Evaluator Program Manager, Nancy Acebo, has plans to contact individual Evaluators to make connections, encourage and assist them. Testing Administrator Sherry Scruggs reported that 48 tests have been given so far this year with another twenty (20) scheduled. Problems with downloading the membership list are still being worked out. The newsletter subscriber's list is approaching 1,400. PODCASTS are back this month. The Depot netted a little over \$30. There were ten to twelve (10-12) changes on the website last month and one (1) problem.

### **Unfinished Business**

FAQs, Norma Snelling

After ascertaining that all Board members had received the proposed *Frequently Asked Questions* for the NSDA website, she asked for comments. Director Scruggs said that she liked the breakdown. The list will be finalized and placed on the website.

Evaluator Perks from Alliance Depot stock, Norma Snelling

At the Face-to-Face meeting, the Board had decided to gift NSDA Evaluators who had done outstanding work. President Snelling reported that she had not shipped any items yet.

Website Redesign, Norma Snelling

As President Snelling's computer crashed, she has not been able to get with NSDA's webmaster with proposed designs.

Presentation Equipment & Costs, Sherry Scruggs

Director Scruggs has obtained prices on presentation boards and is working on obtaining action photos for them.

K-9 ID cards, Jen Skeldon

Director Skeldon will be working on this project this month.

Assignments from Face-to-Face Meeting

Norma Snelling

- Critique of President: to be assigned  
Vice-President Fleming suggested obtaining topics from the book, the *Non-Profit Answer Book*, by Board Source. She was tasked with finding topics for the critique and the Board was asked to think about subjects for judging both the President as well as themselves. It was decided to implement the critique in May.
- Check on Evaluators wearing hats/shirts: to be assigned  
President Snelling will be contacting the appropriate party.
- Membership perks: to be assigned  
The Board decided that this would be a good question for the planned survey and President Snelling will include it.
- Budget information for Program Managers: Heather Proper-Van Valkenberg  
Treasurer Proper-Van Valkenberg will be contacting the Program Managers regarding their new roles in the budgeting process.
- Evaluator recruiter: to be assigned  
Secretary Wolff is to supply map of current Evaluator's locations along with information on certification and membership locations.
- Demos booth/national conferences: to be assigned  
Assigned to Director Scruggs.
- Line up list of Speakers for national conference: to be assigned  
Too early to do; wait for committee to be assigned.
- Data Collection: to be assigned  
Postponed for future discussion.
- Fee to move NSDA up on Internet search engine: to be assigned  
Director Skeldon volunteered to do this.

A motion was made by Treasurer Proper-Van Valkenberg, seconded by Director Scruggs, to increase the testing fee for members to \$35 and the individual membership fee to \$45 effective January 1, 2018. Motion carried.

## **New Business**

Attendance at BOD meetings, Norma Snelling

An attendance requirement was discussed and tabled for more information.

Classy.org, Sue Wolff

Secretary Wolff reported on her contacts with Classy.org, an online and mobile fundraising platform, whose connection she had obtained through Guidestar, a source for information on and for non-profits.

Items she discussed with Classy's representative were:

- Crowd Funding: funding a project by raising money from large group of people typically thru the internet. Instant mass appeal campaigns
- Peer-to-Peer Funding: Peer-to-peer fund raising is a multi-tiered approach to crowd funding.
- Event Ticketing

It was decided that the Executive Committee would meet with a Classy representative for a demonstration of their work and potentially what they can do for NSDA

Moved by Heather Proper-Van Valkenberg that the meeting adjourn. Motion carried.

The meeting adjourned at 8:13 p.m. EDT.



*Sue Wolff*, Secretary

Attachment: Complete Committee Reports as submitted

## **Vice-President's Report**

Vice President Fleming attended a half day workshop entitled "Mastering Your Facebook Business Page." <https://www.facebook.com/beyoumarketing>. The speaker was Brittany Gray from beYou Marketing, a social media agency that helps companies with strategy; consulting; management; and image/reputation management.

Some questions the board should explore (these questions were geared to business owners):

1. What are my goals for my social media?
2. What metrics can I measure, based off these goals?
3. What does a sample weekly schedule look like for me?
4. What are 10 videos ideas for my Facebook page?

NSDA currently has 2 Face book administrators, We can have more. There are 5 different roles of Page Admins. But there's no limit to the number of people who can have a role on a Page.

Help Articles:

<https://www.facebook.com/help/169928193067174>

<https://www.facebook.com/help/www/289207354498410>

FB has 2 million users who check daily. The most active users are 25-50+ years old. FB is most used for a business page, features, ads and paid posting. It has the ability to schedule posts and built in analytics. One con of FB is the organic reach (that is the non-paid users) is declining and the paid reach users are increasing. The algorithm makes visibility tough. Algorithm is all speculation and no one knows the FB algorithm. It should intuitively show the FB user what you want to see, based on what you search for.

What NSDA should know:

- The more followers you have, the better. It increases visibility. We should encourage people to "like" our page. "Like" will make your page show up more.
- Bring value to what users want so they come back to the page. Quality and consistency should be your focus. You should post 4-5 times per week. FB will penalize your business for bad content and will reward for good content. What value is this adding to my audience? Use social media to support your business goals.
- Audit your FB business page, make sure you are set up for success. Use FB business page audit use checking. Do not ever list cell phone numbers.
- Cover page: have core information in the middle. Use "Camva" which is a program to build everything to the right dimensions. Over 60% of the users look at FB on their phones, and the phone page may not show the information you want to show.

Settings on FB will be different for each business. Look at the edit page which goes over to templates. There are templates for non-profits so that the search engine goes over to you organization.

- On the FB Business page “insights” tab, there is information about followers and how well we are doing. The “overview” is how people are using your page. The “watch” page is to watch your competitor’s page and how they are doing. You can watch a competitor without the competitor knowing you are watching them.
- All of this needs to be done with a desktop, not a phone.
- You can target people who manage business FB pages.
- The “post” tab will explain what is on “reach”. It can tell you the best time to post your information. For most business, the time people look is in the evening.
- At least add a photo to your post. Videos work best and getting more people to look. Use YouTube to make videos and upload them to FB.

My personal suggestions:

1. Add more FB administrators.
2. Pick a theme each month and post often. Each post should have a picture or a video.
3. Start using FB to use education videos (short ones) instead of relying on people to come to our web page.
4. Always encourage people to “like” us. Add this to every post.
5. Set up a theme for the month and a schedule of when each post should go out.
6. Use the FB analytics to collect data on the followers and users and learn what works for NSDA.

**Treasurer's Report**

**National Search Dog Alliance 2017  
Statement of Financial Income and Expense  
January 1 thru September 30, 2017**

10-2-2017  
Cash basis

Income		
43360 · Amazon Smile	18.69	18.69
43450 · Individual Business Donations	10.00	10.00
45030 · Interest-Savings, Short-term CD	52.79	52.79
45040 · Interest - Checking	4.05	4.05
46420 · Inventory Sales (Merchandise)	458.22	458.22
46430 · Certification Field Test	2,315.61	2,315.61
46440 · On Line Certification Testing	460.44	460.44
47210 · Membership Dues - Individual	5,045.65	5,045.65
47230 · Membership Dues - Team	1,800.00	1,800.00
49520 · Titusville Trailing Seminar	350.00	350.00
<b>Total Income</b>	<b>10,915.45</b>	<b>10,915.45</b>
Expense		
60900 · Business/Registration Fees	225.00	225.00
63000 · Education and Research	527.37	527.37
65010 · Business/Financial Software	0.43	0.43
65020 · Postage, Mailing Service	238.32	238.32
65021 · Alliance Depot Goods & Shipping	138.12	138.12
65040 · Office Supplies	51.92	51.92
65075 · Hosting Fees	274.09	274.09
65080 · PayPal Cost-Membership Dues	159.59	159.59
65090 · PayPal Cost-Inventory Sales	10.39	10.39
65100 · PayPal Cost-On Line Training	32.36	32.36
65102 · PayPal Costs - Field Test	54.77	54.77
65120 · Insurance - Liability and Bond	1,751.00	1,751.00
65130 · Membership Refunds	40.00	40.00
65131 · Field Test Refunds	255.00	255.00
65132 · Online Testing Refunds	20.00	20.00
65133 · refund Alliance Depot	39.64	39.64
65135 · Tax Prep	325.00	325.00
66200 · Evaluator Admin Supplies	171.36	171.36
66500 · Evaluator Travel	600.00	600.00
67040 · Titusville Trailing Seminar	196.99	196.99
68100 · BOD meeting/travel	2,857.47	2,857.47
69000 · Financial Review / Audit	1,000.00	1,000.00
<b>Total Expense</b>	<b>8,968.82</b>	<b>8,968.82</b>
<b>Net Income</b>	<b>1,946.63</b>	<b>1,946.63</b>