



**NATIONAL SEARCH DOG ALLIANCE**  
**Minutes of the First Quarter Meeting of the Board of Directors**  
March 1, 2018  
certified

The First Quarter Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, March 1, 2018. President Norma Snelling called the meeting to order at 7:03 p.m. EST.

The following Directors were present and constituted a quorum:

Susan Fleming, Sherry Scruggs, Anne Shehab, Norma Snelling, Sue Wolff

Absent were: Heather Proper-Van Valkenberg, Roy Pescador

Also present were Kathy Adamle, Suzanne Elshult, Karen Nesbitt

Members of the Board were asked if there were any corrections to the minutes from the February 1, 2018, meeting that were posted in the Google Drive NSDA shared folder. As there were none, the minutes were approved.

### **Officer's Reports**

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

The President reported briefly on the face-to-face meeting on February 17, 2018, in Philadelphia, stating that a more detailed description would be given by Director Shehab. The meeting was attended by President Snelling, Vice-President Fleming and Director Shehab. Secretary Wolff was ill and Treasurer Proper-Van Valkenberg's daughter was hospitalized so they did not attend.

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

Vice-President Fleming elaborated on items discussed at the February 17<sup>th</sup> meeting. She expanded on utilizing videos for training, offering an incentive for teams sponsoring an NSDA seminar and the need for more data collection especially related to membership turnovers and re-certification

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

Secretary Wolff reported that a donate button had been added to the NSDA page on Guidestar.

She also reported on one motion made by e-mail:

On February 18, 2018, Sue Wolff made a motion, seconded by Sherry Scruggs, to change the titles of NSDA's Officer's Titles to the following:

President would add Chief Executive Officer to the title.

Vice-President would become Executive Vice-President.

Secretary would become Corporate Secretary.

Treasurer would become Chief Financial Officer.

...and to propose this change to the NSDA Bylaws to the membership. The Policies and Procedures would follow suit if approved for the Bylaws. Motion carried,

Treasurer's Report, Heather Proper-Van Valkenberg

As the Treasurer was absent, President Snelling stated that the financial data would be forwarded to the Board when it was received.

President Snelling then called upon Director Shehab to make a presentation regarding the February 17, 2018, face-to-face meeting in Philadelphia. Highlights of the topic were the results of the online survey as well as results of phone calls made to randomly selected members. These results pointed to need for more localized seminars, additional Evaluators and online video training. See page #4 of these minutes for the complete presentation.

## **Program Reports**

Education Program, Roy Pescador

Not present, no report sent.

Evaluator Program, Kathy Adamle

President Snelling introduced Kathy Adamle as the new Manager for the Evaluator Program and gave a brief account of Manager Adamle's history with NSDA.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that twenty-one (21) tests had been given by the end of February 2018. In 2017, only two (2) tests had been given in the same time frame. She concluded that 2018 will be a major testing year due to the two year cycle for re-certifications.

Newsletter, Norma Snelling

President Snelling reported that the *SAR Dog News* has 1,419 subscribers.

Membership, Norma Snelling

There is no Manager for this program yet and the team input person suddenly resigned. President Snelling reported that NSDA has 409 members and 17 teams with two team memberships pending.

PODCASTS, Eva Briggs

Not present, no report sent.

SAR Shop, Norma Snelling

Eight (8) decals and eight (8) patches have been sold.

Social Media Manager, Suzanne Elshult

Manager Elshult reported that NSDA's Facebook account added 1,200 in 2017. She stated that this account, along with Twitter and Instagram, need a full time manager, something which she is not able to do at the moment and a replacement needs to be sought. President Snelling stated that she has three potential candidates for the job.

Testing Manager, Karen Nesbitt

Two (2) open regional tests are being given in April and June. The process of posting tests on the website and in the newsletter was discussed.

## **Unfinished Business**

Status of Educational Videos/study material, Roy Pescador  
Not present, no information sent.

K-9 ID Cards, Sherry Scruggs

Since Director Scruggs has not received a template for the cards from Jen Skeldon, President Snelling directed her to make this a low priority and to finish work on the story boards. Director Scruggs said the boards are finished. Director Shehab stated that NSDA will need a table top display for possible upcoming events to which Director Scruggs replied that we have one. A discussion of training videos followed. The need for and the existence of brochures was also discussed.

## **New Business**


Banking, Norma Snelling

President Snelling reported that \$20,000 was transferred to a CD with Key Bank. Currently there is only \$2,000 in the Capital One account and, as soon as this is moved to Bank of America, the Capital One account will be closed.

Mail from Houston, Sue Wolff

Secretary Wolff reported that a certified letter from the Better Business Bureau was mailed to Houston on November 27, 2017, and was received by Assistant Treasurer Cam Daggett on February 16, 2018. Secretary Wolff was concerned about the time lapse especially related to time sensitive invoices and documents. She and President Snelling will meet next week to discuss the issue.

Secretary Wolff made a motion, seconded by Vice-President Fleming, to adjourn. The meeting was ended at 7:52 p.m. EST.



**Sue Wolff**, Secretary

Attachments: Complete Program Managers Reports as submitted

**NSDA Social Media Metrics 2018 (2)**

**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   |
| October 1, 2017   | 1335   |
| October 30, 2017  | 1371   |
| December 1, 2017  | 1384   |
| January 1, 2018   | 1409   |
| January 30, 2018  | 1434   |
| February 27, 2018 | 1455   |

**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        |
| October 1, 2017   | 36        |
| October 31, 2017  | 35        |
| December 1, 2017  | 36        |
| January 1, 2018   | 36        |
| January 30, 2018  | 37        |
| February 27, 2018 | 37        |

**Instagram**

| Date              | Metrics   |
|-------------------|-----------|
|                   | Followers |
| January 1, 2015   | 8         |
| January 6, 2016   | 22        |
|                   | 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        |
| October 1, 2017   | 66        |
| November 30, 2017 | 67        |
| January 1, 2018   | 70        |
| January 30, 2018  | 70        |
| February 27, 2018 | 70        |