



## NATIONAL SEARCH DOG ALLIANCE

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Minutes of the Monthly Meeting of the Board of Directors  
December 6, 2018

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The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, December 6, 2018. President and Chief Executive Officer Norma Snelling called the meeting to order at 7:14 p.m. EST.

The following Directors were present and constituted a quorum: Norma Snelling, Sue Wolff, Sherry Scruggs, Heather Proper-van Valkenberg. Absent was Roy Pescador.

Also present were: Rena Ferguson, Leslie Kucinkas, Adrienne Wisok, Julie Grinnell, Kathy Adamle, Tracy Wessel, Karen Nesbitt, Troy Tapp.

President & CEO Snelling introduced Troy Tapp as a potential Financial Advisor.

Members of the Board were asked if there were any corrections to the minutes from the November 1, 2018 Regular Meeting which were posted in the NSDA folder on Google Drive. As there were none, the minutes were approved.

### Officer's Reports

#### President & CEO's Report, Norma Snelling

President & CEO Snelling reported that Kenna Duguay has been appointed as Nominations Chair.

A check for \$2,500 was received for the American Humane Hero Dog contest, after the NSDA charity partner, Ruby, was chosen as a category winner.

President & CEO Snelling reported that we are finalizing negotiations with a Michigan team for a seminar in May of 2019.

She also reported that she is in discussion with an Oregon handler, regarding regional testing and a seminar.

President & CEO Snelling assisted Manager Ferguson in rectifying a mistake in membership card expiration dates. She stated that her idea to simplify the printing process wasn't acceptable to the membership program online.

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President and CEO Snelling requested that all Program Managers, assistants and Board Members who have a need for access to the website or wish documents to be placed on the website need to notify her by January 1, 2019. She reports that the website is being updated and Program Managers, assistants and Board Members will have the ability to access the website to make changes to their department information.

Executive Vice-President's Report, Sue Wolff

Executive Vice-President Wolff stated that she has changed the form for team memberships to list an additional fee of \$7.00 per members, if member numbers exceed 25. She noted that the fee will soon be raised again, to \$8.00 per member exceeding 25 members.

Corporate Secretary's Report, Sue Wolff

Corporate Secretary Wolff reported that Assistant Corporate Secretary Grinnell has sent out Thank You letters to Mari Harner, the Hero Dog Awards Program Director, and to Trooper Daniel O'Neil of the Rhode Island State Police K-9 Unit.

She also reported that she has sent a Thank You letter to Jeff Pearl for becoming a Life Member.

Corporate Secretary Wolff stated that she will be sending out electronic Christmas cards from NSDA to Lifetime Members, Board Members, Program Directors and Evaluators.

She stated that no motions were made by email.

Chief Financial Officer's Report, Heather Proper-Van Valkenberg

Chief Financial Officer Proper-Van Valkenberg reports that she has sent out the financial information to the Board of Directors and is continuing work on the 2019 budget.

## **Program Reports**

Communications Program, Leslie Kucinkas

Communications Program Manager Kucinkas reported that the drive for videos and photos for the Public Service Announcement (PSA) contest has ended as of the end of November. 11 handlers submitted 45 items. All submissions are on Google Drive for access by the BOD and Nathan Landick. She is currently waiting for Mr. Landick to make his choices for the winners of the contest. She also reported that she does have the releases needed for the photos and videos submitted. The releases are saved on file, but she can put them on Google Drive as well.

Manager Kucinkas reported that she is still working on the Communications budget and will send it soon.

She reports that at the Program Manager Conference Call on November 26 the subject was brought up of renaming the certification title of Area/Large Source to Area/HR Aware. President & CEO Snelling said that she talked to Evaluator Manager Adamle and she will be discussing it with her committee.

Manager Kucinkas also reported that the beer label fundraiser is moving along, but that a promotion plan is needed.

#### Education Program, Adrienne Wisok

Manager Wisok reported that she was in Pennsylvania at the end of November and gave a first aid/CPR presentation to the Philadelphia Police Department and that it was received very well. There were about sixty-five (65) K-9 handlers present, and approximately thirty (30) of them inquired about NSDA membership.

She reported that she is working with Lee Palmer on a first aid for working dogs program and is working to make it more interesting and an interactive learning module. Her vision is to end up with an online learning module that can be utilized by different backgrounds, such as veterinarians, working dog handlers, etc., using NSDA as a resource. President & CEO Snelling asked to set up a meeting with her to discuss.

Manager Wisok reported that she has a new volunteer (Brendan Fike) researching state standards, and another volunteer working on reviewing recommended reading material, to give reviews and suggestions on new reading material.

She also emailed Dan from Motor City Brewing about the timeline on the labels, and is waiting to hear back.

#### Evaluation Program, Kathy Adamle

Manager Adamle reported that she has two (2) FEMA people that she would like to progress to Disaster Evaluator status, and two (2) more people that would like to apply for Area and Trailing Evaluators.

She reported that there are people looking for tests, but she is waiting for hunting and trapping seasons to be done and for better weather.

She also reported that President & CEO Snelling had found four (4) people on the Evaluator list that were not members. Manager Adamle has notified them, and two (2) have renewed.

#### Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that 148 tests have been given in 2018. She is waiting on the paperwork for one more. President & CEO Snelling asked her for a list of certification titles so that they can be reviewed as standards are being reviewed.

#### Newsletter, Norma Snelling

Editor Snelling reported that there are 1,467 subscribers to the newsletter.

#### Marketing, Beverly Moody

Manager Moody reported that the new brochure that will promote certifications is being finalized. She stated that she is working with Rik at MelRiks Design, and that they are donating their work. The first draft has been reviewed and Manager Moody reported that she will send the second draft for review by President & CEO Snelling and Executive Vice-President Wolff.

She also reported that MelRiks has created icons for each discipline that can be used on the certifications, website, or anywhere else that will make the discipline stand out or help create brand awareness.

Membership, Rena Ferguson

Manager Ferguson reported she has sent seventeen (17) reminders to members whose memberships expired over a year ago. She also sent out renewal reminders to eleven (11) members who were only a couple months past renewing. She sent thirteen (13) thank you emails to members for joining or renewing their memberships, and deleted forty-two (42) members who had not responded to emails concerning renewing their memberships.

She also sent out 112 membership cards to members at the beginning of November and the date the card went out was manually put into the database.

Manager Ferguson stated that we presently have twenty-one (21) team memberships with a total of 269 members and 336 individual members, for a total of 605 members.

Podcasts, Eva Briggs

Absent. No report sent.

SAR Shop, Anne Goldsmith

Manager Goldsmith reported that there were not any sales during the month of November. She reported that she and President & CEO Snelling are going to try to do a “Holiday Push” to get things going.

She also reported that she is still working with President & CEO Snelling to get the remainder of the books.

Social Media Supervisor, Tracy Wessel

Supervisor Wessel reported that she is not receiving photos for certifications, which is delaying posting on the website.

Testing Program, Karen Nesbitt

Manager Nesbitt reported that she is not receiving the forms from Evaluators for tests that have been given.

**Unfinished Business**

President & CEO Snelling reported that she has sent the new standards for Avalanche to the Board of Directors and Avalanche Evaluators. She reported that all comments have been addressed and sent to the Board of Directors for review. She asked for a motion to approve. After further questions, it was agreed that there needs to be further discussion before a vote.

Manager Wisok asked that people interested in being on the Speaker’s List contact her. She is making a list to mail out to Board members. She will send the list to Corporate Secretary Wolff and store it in Google Docs.

Manager Wisok reported that she is looking at different companies to order NSDA shirts from, for speakers. President & CEO Snelling suggested using the embroidery company in Pennsylvania that does Evaluator shirts and hats.

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The Executive Committee will meet later to discuss and approve the 2019 budget before January 1, 2019.

**New Business**

President & CEO Snelling stated that the exchange of photos without permission must stop. Postings to newspapers, Facebook, etc. needs permission. She stated that there needs to be a central collection person who can get permissions and distribute the photos. She stated that if they are sent to her for the newsletter, she needs to receive them by the 10<sup>th</sup> of the month. After further discussion, it was suggested that a separate conference call is needed to discuss.

As there was no further business, President & CEO Snelling moved that the meeting be adjourned. The meeting ended at 9:01 p.m. EST.

**Julie Grinnell**  
Assistant Corporate Secretary