



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

June 6, 2019

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, June 6, 2019. President and Chief Executive Officer Norma Snelling called the meeting to order at 7:04 p.m. EDT.

The following Directors were present and constituted a quorum: Norma Snelling, Sue Wolff, Sherry Scruggs, Roy Pescador.

Also present were: Julie Grinnell, Adam Kelly, Beverly Moody, Annalisa Berns, Rena Ferguson, Kathy Adamle.

Members of the Board were asked if there were any corrections to the minutes from the May 2, 2019 Monthly Meeting which were posted in the NSDA folder on Google Drive. As there were none, the minutes were approved.

Officers' Reports

President & CEO's Report, Norma Snelling

No report.

Executive Vice-President's Report, Sue Wolff

Executive Vice-President Wolff reported she has updated Guidestar with the 2018 information for NSDA, maintaining our Platinum status.

Corporate Secretary's Report, Sue Wolff

Corporate Secretary Wolff reported that she made a Motion by Email on May 22, 2019 to approve payment of \$1,761.00 for 12 months of liability insurance. The Motion was seconded by Director Pescador and was carried, unanimously.

She also reported that she is readying files to be turned over to the incoming Corporate Secretary.

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

Absent. May financial reports were sent to all Board Members via email.

Program Reports

Communications Program

No report.

Education Program, Annalisa Berns

Manager Berns reported that she is working on literature descriptions to put on the website, and is working on getting with President & CEO Snelling to add the info to the website.

Evaluation Program, Kathy Adamle

Manager Adamle reported that she is receiving numerous questions concerning evaluator suggestions, and asked what is happening with them. President & CEO Snelling stated that Director Pescador has not yet received the suggestions to start working on them. Manager Adamle offered to work on it, instead of Director Pescador. President & CEO Snelling agreed and said she will talk with Manager Adamle about who is handling the suggestions for each discipline and how to get the information to her.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that there has been one (1) more test for a total of forty-eight (48) for the year, so far.

Newsletter, Norma Snelling

Editor Snelling reported that there are 1494 subscribers to the newsletter. She suggested doing some advertising to try to break 1500.

Program Marketing, Beverly Moody

Nothing to report.

Program Membership, Rena Ferguson

Manager Ferguson reported that we have 22 team memberships with 268 members and 296 individual members for a total of 564 members. This is up by 39 members since last month.

PODCASTS, Eva Briggs

Absent. No report sent.

SAR Shop, Anne Goldsmith

Absent. No report sent.

Social Media Supervisor, Sharon Ward

Absent. No report sent.

Testing Program, Karen Nesbitt

Absent. No report sent.

Unfinished Business

Director Pescador reported that he been busy and has not been able to work on the Urban Trailing Standards.

Director Scruggs reported that she has received the new patches.

President & CEO Snelling asked if the changes to the Policies & Procedures had been added. Executive Vice-President Wolff said she had sent them to Sylvia Arango, but she has been on vacation.

New Business

Executive Vice-President Wolff, Director Kelly and Manager Moody met to discuss the new icons and brochures. They reported that it is \$225.00 for each trademark, and we have 7 icons. Manager Moody suggested only trademarking the icons for the most popular disciplines and just adding “tm” after the others, since it is illegal to copy an icon that is similar to a trademarked icon. President & CEO Snelling suggested trademarking the icons for the four most popular disciplines: trailing, area search, land hrd and avalanche. Director Scruggs and Director Pescador asked to see the icons. President & CEO Snelling suggested postponing the vote until everyone has seen the icons, and then vote by email.

Manager Moody reported that the icons will be used for rocker arms, letterhead, brochures, etc., to increase brand ID. She suggested that they can also be used on car stickers, hats, shirts, etc., to accompany discipline events. President & CEO Snelling agreed that it is a good income creator. Director Scruggs suggested making small stickers for each discipline to put on the NSDA sticker, and Director Kelly suggested using them as an overlay on Facebook photo announcements.

President & CEO Snelling thanked all the Board Members that she has worked with, and began nominations for Executive Board positions.

Executive Vice-President Wolff nominated Adam Kelly for President & CEO. Director Kelly accepted and received a unanimous vote. The meeting was then turned over to President & CEO Kelly.

Director Snelling nominated Roy Pescador for Executive Vice-President. Director Pescador accepted and received a unanimous vote.

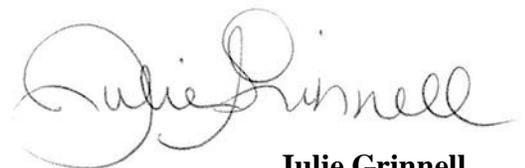
Director Wolff nominated Norma Snelling for Chief Financial Officer. Director Snelling accepted and received a unanimous vote.

President & CEO Kelly nominated Julie Grinnell for Board of Directors. Ms. Grinnell accepted and received a unanimous vote.

Chief Financial Officer Snelling nominated Julie Grinnell for Corporate Secretary. Director Grinnell accepted and received a unanimous vote.

President & CEO Kelly asked that Board Members email him with available dates for the upcoming face-to-face meeting.

As there was no further business, the meeting was adjourned at 7:56 p.m. EDT.



Julie Grinnell
Corporate Secretary