



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Quarterly Meeting of the Board of Directors

March 4, 2021

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The Quarterly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, March 4, 2021. President & CEO Roy Pescador called the meeting to order at 7:11 p.m. EST.

The following Directors were present and constituted a quorum: Roy Pescador, Joe Stacks, Julie Grinnell, Brendan Fike.

Also present were: Kathy Adamle, Annalisa Berns, Rhonda Dyer, Rena Ferguson, Megan Ortega, Norma Snelling.

Absent were: Katelyn Allardyce, Beverly Moody, Sherry Scruggs, Sharon Ward.

Members of the Board were asked if there were any corrections to the minutes from the February 4, 2021 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, Roy Pescador

President & CEO Pescador reported that he is still working on the annual report.

He also reported that he has been fielding questions about testing. He has been in contact with Ann Moser about doing a workshop with Bob Collins.

He asked Editor Snelling for the names of the reviewers for the standards. She replied that she will get it to him. President & CEO Pescador noted that he has already asked someone to review the standards for Area and Disaster.

Executive Vice-President's Report, Joe Stacks

Executive Vice-President Stacks reported that he is working on the business plan.

Corporate Secretary's Report, Julie Grinnell

Corporate Secretary Grinnell reported that the updated Covid Certification Extension Letter has been posted to the NSDA website.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that he is working on the Benevity self-certification paperwork.

Editor Snelling requested that Chief Financial Officer Fike also send the monthly financial reports to the Program Manager. Chief Financial Officer Fike responded that he will begin doing so.

Program Reports

Communications Program, Katie Allardyce
Absent. No report sent.

Education Program, Annalisa Berns

Manager Berns reported that she would like to put a call for interest in a conference in the NSDA Newsletter. She will wait to discuss it with Manager Ortega first.

She also reported that she has been meeting with Manager Ortega to discuss the conference. Currently, the plan is to hold a podcast conference of prerecorded content during the first 2 weeks of November. They will send a post out to gauge interest in different topic. Managers Berns and Ortega expressed that they would like to have a monthly post in the newsletter about the conference.

Manager Berns reminded the Board that Sharon Ward is the Social Media Manager, and Heather Proper-Van Valkenburg is the volunteer Facebook Moderator.

Manager Berns stated that she would like to reutilize newsletter content with Facebook, Podcasts, etc., but the format does not work well. She asked if we could create a flowchart so that rough draft, pre-PDF files can be sent to Managers Ortega, Berns and Ward so that they can share the information in different formats. Editor Snelling asked Manager Berns to email her so that they could set it up.

Manager Dyer suggested a Social Media policy.

Evaluation Program, Kathy Adamle

Manager Adamle reported that there are a couple new applicants for Evaluator apprenticeships.

She asked Manager Ferguson if Wilderness Large Source was still in Beta status. Manager Ferguson replied that she does not have a lot of the forms that have been turned in by Evaluators. Manager Dyer stated that Manager Adamle is in the best position to determine if the test is still in Beta status and Manager Ferguson agreed. Manager Adamle stated that she feels we can move forward. President & CEO Pescador asked that they look everything over once more, including feedback from Evaluators, to make sure they are not missing anything. Manager Adamle stated that she will send a mass email to Evaluators to determine how many Beta tests have been done.

Manager Snelling stated that she needs notice of new Evaluators so that she has time to get photos for the newsletter.

Testing Administrator/Resource Chair, Sherry Scruggs

Absent. No report sent.

Newsletter, Norma Snelling

Editor Snelling reported that there are currently 1639 subscribers to the Newsletter.

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Manager Berns asked what program the newsletter is created in. Editor Snelling stated that it is created in Word, then converted to PDF.

Program Marketing, Beverly Moody
Absent. No report sent.

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 24 (twenty-four) individual thank-you emails and 1 (one) team thank-you emails for joining or renewing memberships.

Manager Ferguson stated that we presently have 16 (sixteen) team memberships with 203 members, and 237 individual memberships for a total of 440 members.

She also reported that she sent out 79 membership cards.

PODCASTS, Megan Ortega

Manager Ortega reported that she is feeling good about the progress on the Podcast program. She stated that she is almost finished recording an episode of the Newsletter. She asked if it would be possible to get newsletter content early so that she can launch it closer to the newsletter date, as recording is taking longer than she expected.

She also reported that she has some guests lined up for the Podcast series.

Manager Ortega reported that accounts and the RSS feed are up, and things are moving along, but she still needs to set up an Apple ID.

Manager Adamle asked if we are paying guests. Manager Ortega reported that nothing about payment has been brought up but asked if there was some sort of contract. Editor Snelling suggested contacting Sue Wolff.

SAR Shop, Norma Snelling

Manager Snelling reported that there was a net of \$6.00 for February.

She stated that she will start pushing merchandise again in the Newsletter and on Facebook.

Social Media Supervisor, Sharon Ward

Absent. No report sent.

Testing Program, Rhonda Dyer

Manager Dyer reported that there is one test scheduled for March.

Old Business

Editor Snelling stated that she will write a proposed change to the testing policy to reflect the ability to make an exception to testing teammates within the next week and send it to the Board.

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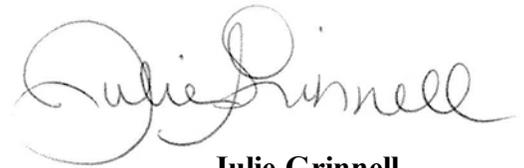
New Business

President & CEO Pescador stated that we are continuing the transition over to G Suite and need to start moving files over. He asked Program Managers to start transferring their files. Manager Ortega stated that she will set up a Zoom tutorial for G Suites.

It was decided that the deadline for submitting updates to Website Liaison Grinnell would be the 10th of the month.

As there was no further business, a motion was made to adjourn by Corporate Secretary Grinnell and seconded by Executive Vice President Stacks.

Meeting adjourned at 8:27 p.m. EST.

A handwritten signature in cursive script that reads "Julie Grinnell". The signature is written in black ink and is positioned above the printed name and title.

Julie Grinnell
Corporate Secretary