



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

May 5, 2022

Uncertified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, May 5, 2022. President & CEO Roy Pescador called the meeting to order at 7:05 p.m. EST.

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

Also present were: Bob Calkins, Norma Snelling, Heather Proper – Van Valkenberg.

Absent were: Kathy Adamle, Rena Ferguson, Rick Strasser.

Members of the Board and Program Directors will have until May 9, 2022, to notify Secretary Munn of any needed changes to the April Minutes.

Officers' Reports

President & CEO's Report, Roy Pescador

President & CEO Pescador stated that he has asked Bob Calkins to conduct an investigation into the dog bite at a recent certification testing.

He also announced that both Education Manager Berns and Podcast Manager Ortega have resigned from their positions.

President & CEO Pescador reported that NSDA has separated itself from SAR Dog News.

Executive Vice-President's Report, Joe Stacks

No report.

Corporate Secretary's Report, Julie Munn

Corporate Secretary Munn reported that There were two motions made by email in March.

On April 8, 2022, Roy Pescador made a motion to allow Great Lakes SAR to post the NSDA logo and website link on GLSAR's website.

The motion was seconded by Julie Munn. Motion carried, unanimously.

On April 12, 2022, Roy Pescador made the motion to separate NSDA from the management of SAR Dog News.

The motion was seconded by Sherry Scruggs. Motion carried, unanimously.

On April 26, 2022, Roy Pescador made a motion to accept the insurance policy, with its associated costs, as-is.

The motion was seconded by Brendan Fike. Motion carried, unanimously.

On May 1, 2022, Joe Stacks made a motion to approve the Business Plan as drafted and submitted by Joe Stacks.

The motion was seconded by Roy Pescador. Motion carried, unanimously.

Corporate Secretary Munn reported that she worked on requested edits to evaluator forms on the website.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that the review by the CPA is complete. They will send the finalized report next week.

He also stated that the 2021 taxes are almost complete and will be sent out next week.

Chief Financial Officer Fike reported that the Budget looks good. He stated that the income to date is just over \$8,000, but the expenses are just over \$4,000. That is an increase of 37% in income, and only 9% increase in expenses.

Program Reports

Communications Program, Heather Proper-Van Valkenberg

Manager Proper-Van Valkenberg reported that Facebook engagement and Likes are both down, by 49% and 39%, respectively. However, she reported that there are 12 new likes on the NSDA Instagram account.

She also reported that GLSAR now has our logo on their website, but the page opens to the certifying standards instead of the home page.

Education Program, Vacant

Podcasts/Webinars, Vacant

Evaluation Program, Kathy Adamle Absent. No report sent.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that there have been 44 tests so far this year, with many more coming up.

Marketing Program, Vacant

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Membership Program, Rena Ferguson

Absent. Reported via email that she sent out 20 individual thank-you emails to members for joining or renewing memberships and to 2 (two) teams for renewing their NSDA team memberships.

She stated that we have 18 (eighteen) team memberships with 252 members, and 266 individual memberships for a total of 518 members.

Manager Ferguson also stated that on April 15 she deleted memberships whose renewal was past 60 days and that she had sent 3 (three) email notices to. She sent out 24 “first notices” in April, reminding members to renew, and 4 (four) “second” notices. She explained to the board that the amember program sends out automatic reminders before a membership becomes due, and that she sends out notices after they become overdue.

SAR Shop, Rick Strasser

Manager Strasser reported that he has sent out 4 (four) RFPs. 2 (two) came back as “uninterested”, and they also wanted to create an inventory. 1 (one) company, American Logo, is putting their information together to send us.

He also stated that he is getting orders for the Pack book but is almost out of copies. He asked for either more books, or the information to get more. Roy said to submit the cost to the Board, and we will go from there.

Manager Strasser asked President & CEO Pescador if he is willing to manage a “store” for Canada, holding stock to cut down on shipping time and cost. He said yes, if the Board approves.

Chief Financial Officer Fike made a motion to allow President & CEO Pescador to hold stock for the Canada store. Executive Vice-President Stacks seconded the Motion. Motion carried with 4 votes for, 1 abstain. There was discussion on whether there should be a slight increase in postage to cover the cost of shipping to Canada, but no decision was made.

Social Media Supervisor, Heather Proper – Van Valkenberg

Report given with Communication Program report.

Testing Program, Rick Strasser

Manager Strasser stated that he is concerned about the dog bite incident.

He reports meeting with a local SAR team and a Ranger, to try to recruit members.

Corporate Secretary Munn stated that she will make sure his “lhotsek9” email is the one on the testing forms.

Website Liaison, Julie Munn

Liaison Munn reported that she is waiting on the quotes for a new build. President & CEO Pescador stated that he will get the updated and send them out.

Old Business

Executive Vice-President Stacks reported that the Business Plan was approved by the Board. He asked for volunteers. He also stated that he would draft a letter to the membership, letting them know about the new Business Plan.

Executive Vice-President Stacks reported that he contacted 15 (fifteen) agencies about a Marketing project. He received feedback from 6 (six). He stated there were 2 (two) serious proposals, and he sent a series of last questions to them. He stated that the proposal that sounds best comes in at \$2,000 under budget and wants to use that money to hire Dan Dawson to assist on the marketing process and the transition from marketing to the website. He said he is still talking to Dan about it.

Executive Vice-President Stacks reported that he is looking at Dan Dawson for website hosting, and that Dan is not interested in building the website. Corporate Secretary Munn asked about the 2nd proposal, and President & CEO Pescador said he would send out both, tonight.

New Business

President & CEO Pescador remarked that there is a chain of command within each Program, but Managers are reporting to whoever, instead of following that. He also stated that when information is requested, it needs to be sent promptly.

President & CEO Pescador stated that he is not happy with the 5-day delay in reporting the dog bite. He stated that it will probably be addressed in the updated Policies & Procedures.

Corporate Secretary Munn reported that she spoke to a Director of Communication and Global Operations at Universal Music, and she is very interested in the Podcast Manager position. She hopes to have a Zoom meeting with her, tomorrow.

Corporate Secretary Munn stated that she has been thinking about member benefits, specifically insurance for the K9s. She has spoken to someone who organizes a team account with Trupanion, and she is willing to talk to the Board about it, and about possibly organizing the same for NSDA. Director Scruggs suggested a special Zoom meeting.

Executive Vice-President Stacks stated that he wants to launch the ProDeals benefit next week. Corporate Secretary Munn will send him the Membership list so that he can verify membership of anyone who tries to sign up.

As there was no further business, a motion was made to adjourn by Corporate Secretary Munn and seconded by President & CEO Pescador. Meeting adjourned at 8:20 p.m. EST.

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A handwritten signature in black ink that reads "Julie Munn". The signature is written in a cursive style with a large, circular initial "J" and a long, sweeping underline.

Julie Munn
Corporate Secretary