

Approved MINUTES
BOARD OF DIRECTOR'S CONFERENCE CALL
NATIONAL ASSOCIATION FOR SEARCH AND RESCUE
November 14, 2007 @ 1pm Eastern

- a. Call to Order (Executive Director – Megan Bartlett)
- b. Roll Call (Executive Director – Megan Bartlett)
 - i. Kathy Miller – A
 - ii. Randy Servis – A
 - iii. Monty Bell – P
 - iv. Jimmie Canfield – P
 - v. Dan Hourihan – A (Traveling to NSARC Meeting)
 - vi. Allan Knox – P
 - vii. Ken Lesperance – P
 - viii. Vicki Wooters – P
 - ix. Stephen Tropp – P
 - x. NSARC Rep

Staff

Megan Bartlett – P
Ross Robinson – P

New Board Members – Seated at January 2008 Meeting

Howard Paul – P
George Rice – P

- c. Approval of September Conference Call Board of Director Meeting Minutes, (Attachment I) - *Vicki made motion to approve, second by Monty. All approve; no abstentions*
- d. President's Report – none for this meeting
- e. Treasurer's Report – FY 2007 ending October – *Bottom line is positive and close of September we were approx \$20,000 above budget. Should maintain the course for the remainder of the year.*

Agenda Item 1:

Subject: **2006 Audit Report and 2008 Budget Discussion** (Budget Attachment in Excel file)

Reference Document Affected: Yearly Budget
Information Background: Preliminary 2008 budget for review
Estimated Funding Impact: Unknown

Proposed BOD Action: N/A

2006 Audit report is complete and we received “a clean bill of health”. Nothing was of issue and Ross will email out final copy of report to BoD for review.

The 2008 budget was discussed and Ross indicated that dues base continues to shrink. If this trend continues, it is going to be problematic. The bookstore is flat as well as certifications. Courses are also showing a decline.

Vicki commented that several teams are covering the membership dues to other National Organizations. We need to implement the “we miss you campaign”. Need to identify “what’s in it for them” (example is certification fee waived or discount in the bookstore).

Ken commented that we need to court the international market and look at ways we can accept their memberships. Need to note why NASAR membership is best and based on this we also need to look at bringing our former members back.

Monty feels an aggressive PR campaign needs to take place and note that it will not be a one time effort but one that that is a yearly plan. Areas to highlight: Why we are better; we are rebuilding; we know there have been issues and we are correcting them. The conference needs to be a selling point as well

Agenda Item 2:

Subject: Hug-A-Tree Update

Reference Document Affected: N/A

Information Background: The DVD (created to replace the 35mm slides) has been selling at a slow rate (25 copies to date). Will give update on presenter DVD.

Estimated Funding Impact: N/A

Proposed BOD Action: N/A

Executive Director to draft CLEAR explanation of the Hug-A-Tree program and where it will be going and who can become instructors once the Instructional DVD is complete.

If anyone feels there is specific content that needs to be in the Instructor DVD, please send along directly to Don Cooper. BoD will have review of the Presenter CD before it is released.

Agenda Item 3:

Subject: NASAR’s Commitment to Excellence

Reference Document Affected: Website and all P&P manuals

Information Background:

Many companies now have something similar to this and it is very effective. One of the top 3 complaints that I hear routinely is that "I contacted NASAR and they never got back to me". Whether or not this is always the case, having a clear protocol will insure response from staff, board members, committee chairs and Lead Evaluators.

Even if the reply is that we can not answer at this time, it means a lot to the person contacting NASAR. I believe that this level of commitment will help to take NASAR to the next level.

Estimated Funding Impact: N/A

Proposed BOD Action:

Executive Director will draft the statement and email to BoD for comment and review. January 1 date to release the "Why we are better" campaign and have this apart of it. Customer service is key and should be one of the areas we focus on.

Agenda Item 4

Subject: Global ResQ, Inc. request for NASAR statement of support

Reference Document Affected: N/A

Information Background: The following was received by the Executive Director
I wish to discuss with you a new Search and Rescue service we are validating for our funding organization. This service will involve an aircraft carrying aloft a cell phone system (think of mobile cell phone tower) that can be flown rapidly over the search area.

This will allow a couple of ways of contacting a lost person who happens to be carrying a cell phone. First, the system will allow a text message to be sent to all cell phones in the search area. Second, any person with a cell phone can call 911 and reach the mobile cell phone system. And third, any phone that is actually on will query or ping the mobile cell phone system every few minutes.

If the cell phone is equipped with GPS (and most of the latest models are), the searchers will have instant coordinates. Otherwise, the signal strength of the target cell phone can provide an approximate location.

As an example, the Steve Fossett search covered 20,000 square miles. It was searched using 629 Civil Air Patrol sorties over a one month period. Our system can search the same amount of area for cell phone returns in one sortie of 4.6 hours. Or it can search twice in two sorties. If Fossett had a charged cell phone, unless he was submerged, he could have been found the first or second day.

We think the demand for such a system will be strong. Our plans are to roll out this system as a nonprofit service to organizations such as yours. The service would initially (and completely) be funded by donations from interested foundations.

Our questions for you are (1) whether your organization would want access to such a service, and (2) how important would you view such a capability if it was readily available.

We anticipate initially basing our aircraft within 5-6 hours mobilization time to anywhere in the country. As the service is validated with successful searches, we plan to base regional aircraft within a one or two hour mobilization time for any search.

Please feel free to call. Your written response will be valuable as we view organizations such as yours as the ultimate customers and beneficiaries of this nonprofit service.

Kind regards,
Wayne Walker

Wayne G. Walker, PhD
President
Global ResQ, Inc.
16 South 9th Street, Suite 303
Duncan, OK 73533

Estimated Funding Impact: Unknown

Proposed BOD Action: Does the Board wish to write a statement that NASAR feels this technology would be beneficial? This would not an endorsement because they are still writing the grant to get the money for the technology.

BoD is not ready to comment on this. Allan will look into this "new technology". If this is legitimate, the BoD would like to see a 30 minute presentation from this group at the January BoD meeting.

Good of the Order

Ken was in the Philippines certifying K9 and promoting NASAR. Feels that as a BoD, the group needs to get their ducks in a row and show that we are moving in the right direction before we start a campaign. Ken indicated that he has made a three year commitment to the BoD and will do so.

George will share his companies "Commitment to Excellence" statement to assist the Executive Director in creating one

Jimmie signed off at 2:08

Discussion regarding the 2008 Conference ensued. The group feels that the Opening Session needs to go first, and then have a longer period for the General Membership Meeting (approx 2 hours). If anyone has any further questions, direct them to the "Board of Director's Room" where they can be heard. There will be a signup sheet for BoD members to schedule themselves during hours of the conference so people can stop by to talk and bring up any issues. This will be released closer to the conference date. This can be used as one of the points in the "why we are better campaign".

We need a Keynote speaker for the conference. Ken supplied a list of names including Scott O'Grady.

Vicki inquired about the missing NASAR content in the SAR Professional. Executive Director indicated that she will prompt BoD when no content is available and they will assist. She would also like to know who is the NASAR representative on SWGDG and where is NASAR represented in regards to NIMS. In reference to the "NASAR commitment to Excellence", there should be something included about notification of canceling a certification or course.

AI signed off at 2:29

Monty feels that more communication via email between conference calls and meetings needs to take place. All agree this would be good and would like to see the same.

At 2:32 Ken moves we adjourn the meeting. Vicki seconded the motion. Passed unanimously.