

PRESIDENT'S REPORT

Gloria Waryas

It seems impossible to me that four years have gone by. When I first became President I was scared to death, however I had a great mentor, past President Jim Lane. I was so fortunate to have him, but at some point you have to get more than your feet wet and after a year I grabbed the “bull by the horns”.

It has always been my belief that AANR-East is a very productive and progressive region and probably far ahead of other regions within AANR. From the time I became a director I have seen many creative ideas implemented and become very successful.

During my tenure over the last four years I have had one continual disappointment. Our Strategic Plan has not been implemented the way I envisioned it. We have had some great discussions during our time together and I felt very hopeful each time. After each meeting I would ask myself, “What is the problem? Why can't we implement this plan successfully? What am I not communicating to our directors that would allow us to implement our Strategic Plan?” For me it was a simple answer, but one I could not resolve. We spoke many times about an operations manager who could effectively co-ordinate and guide the directors in a direction to accomplish our goals on each KRA.

As the next President takes the helm of AANR-East I would like to see a KRA Coordinator appointed so that the KRAs can be successfully organized in a way that allows all directors to understand how all of the KRAs work together to accomplish the listed goals. If during my tenure we would have had a coordinator I feel that we would have been way ahead of where we are now. As I always believe in my dream I know that our Strategic Plan will be implemented effectively.

On the positive side I would like to report the many accomplishments that I have been able to achieve to move us forward. When I was a Director I started a newsletter called Speaking Naturally. We still have our newsletter to date and I am proud to say it is going strong. I also was able to find a social media person who has faithfully kept our Face Book and Twitter foot print in the forefront.

We established a Roving Ambassador Program and Mac and Mary were on the road for two seasons. They were able to visit approximately 26 clubs which was an impressive number given the size of our region. Mac and I were able to put together a very informal survey for members and club owners to fill out and had giveaways when they completed the survey. Although the survey was informal it did provide us with a great deal of information that can be utilized in the future.

I presented the information to AANR about our Roving Ambassador program and pointed out all of the benefits to clubs and members alike and strongly suggested they put a program together similar to ours. As luck would have it the program is in the works and money was put in the budget to support it. Way to go AANR!!

Youth Camp has been a passion of mine and I always said that as long as I was President we would fund Youth Camp. To work at Youth Camp is tiring, but it is a beautiful tired. To watch the kids change before your very eyes is amazing. Our two counselors work miracles with those kids. I cried when camp was over because it was so heartwarming to receive hugs from all the campers.

Speaking of camp, I wrote an article for the *Bulletin* about my dream for a new trailer for Youth Camp. A member read the article and made contact with us about purchasing a new one. I was shocked and thrilled, but in the end we decided that a new trailer would not benefit us at the time and instead a very generous donation was made by the member. Even that was a surprise to me, but I am eternally grateful. Keep up the great work Counselors, Staff and Mary Williamson for all you do for our youth. I will miss you dearly and remember my heart is always with you.

I again went to AANR about how important our Youth Camps are and that we really needed their support to help fund our camps across the regions. Can you believe the Executive Director (ED), the Officers and Trustees agreed and also put money in their budget to match any funds that were donated to us or any other youth camp. There is a limit on the amount, but for me I will take all the money I can get for our kids. HORAH AANR!!

Because I have such a good working relationship with President Bev Price, I was able to discuss many issues with her such as Strategic Planning, Youth Camp, and Roving Ambassadors among many other issues and concerns. I personally feel that the two programs that were initiated came about because of my discussions.

I also had a great opportunity to speak with Dan Whicker our ED about many issues and concerns and still do so today. Downright honest and upfront has always worked for me and that is how I conduct my conversations. It doesn't mean I am rude, it simply means I have a plan and I lay it out in a constructive manner. Therefore I believe I am fulfilling many of the KRA goals from advocacy to financing.

I was able to sign up two men's gay nudist clubs. The first in the country to do so and like nudists they too have fought a long and hard battle to become accepted in society. Not an easy task as we surely know, but the battle continues and together we will make great progress.

We now have a new website that I feel is very user friendly. We also have a great webmaster that I was able to convince to take on our website. My goals for the website were to get more people to do testimonials so that it wasn't just me and Mary, but so far that has not been accomplished.

I also would like to see some blogging going on which the website is capable of handling. Is the new President up for a challenge?

In August of 2013 I became President of AANR-East. I was so honored to be elected as president and now my time has come to an end. There are so many more items on my list that I wanted to accomplish but time got the better of me. With tears in my eyes and a heavy heart I will end my time as President but hold my head high for all that we have accomplished during my tenure. Thank you to all who have supported me, but most of all I would like to thank Mary Williamson. Without her this President could never have survived. She stood by me through thick and thin and there is no possible way to replace someone like Mary. She is the BEST!!!

To all of our clubs and members please continue to be the forerunners within our nudist community and thank you. Go forth and strive for what some would tell us is an impossible dream, but dreams do become a reality.

Respectfully submitted,
Gloria Waryas
AANR-East President

VICE PRESIDENT'S REPORT

Robert Roche

Having been newly elected I have not had an opportunity to address any concerns. I have been working with the President on several matters already. Being new to the KRAs I am trying to get up to speed on the KRA principles.

If anyone has any questions or concerns, I can be reached by email, vicepresident@annr-east.com, or by called the office at 757-859-6123.

SECRETARY/TREASURER'S REPORT

Mary Williamson

As usual, the past year has been busy. Our ruling documents were updated and posted on our web site. They are available for download or a hard copy can be requested from the AANR-East office. Working with our finance team, a budget was successfully prepared and submitted to the Board for their approval.

The 2017 Delegate Credential forms have been mailed to our contract clubs for the AANR-East Regional Assembly at White Tail Resort next month. We ask that the clubs hold their elections and submit the delegate credentials to the AANR-East office as soon as possible and to be sure that their delegate carries a copy to the Annual Summer Meeting.

As always all of the submitted written reports are available on our web site. If a printed copy is desired, the delegates can request them from the office by either calling 256-657-7497 or by email at secretarytreasurer@aanr-east.com.

The Ballot had been prepared and mailed out. We had a slate of four candidates for three positions for the membership to consider. A tally will be conducted and the elected candidates will be contacted. They still need to be present for all roll calls at the Summer Meeting in order to be sworn in and seated. The outcome will be announced at the Regional Assembly scheduled for Wednesday, June 21st.

The current status of all of our savings accounts will be available at the Annual Summer Meeting in June.

Our Capital Assets list has not changed since last year. The Capital Assets list and will be available at the Summer Meeting and also upon request from the AANR-East office.

Last but not least, I want to thank the AANR-East Officers and Board of Directors for allowing me to serve the association for 16 years as the Secretary/Treasurer. It has been a pleasure and I hope that they will allow me to continue in that capacity.

Also, I would like to thank Gloria Waryas for her service as our President for the past 4 years. It has been a privilege and honor to serve and work with her. With any luck we will not lose her entirely as a new president and vice president will be elected at this year's Regional Assembly, but she will continue on in some other capacity.

AANR-EAST MEMBER TRUSTEE REPORT

Fred Van Nest

The good news is that there is reason for cautious optimism that AANR may be reversing its long-time trend of decreasing membership. February 2017 membership was up slightly (0.01%) from the previous February. Growth of associate memberships overcame the loss of club memberships. The Association's increased social media presence is likely playing a role in the increase in associate membership.

The other good news is that AANR may be poised to make some much-needed changes and to begin focusing on implementing its mission. The hiring of several professionals in the communications/PR area, the creation of a marketing plan and an ambitious Executive Director who now has more than a year on the job provide the resources needed for those advances. The staff's late-April move from cramped temporary office facilities into the newly-renovated modern facilities should significantly improve productivity and remove the last impediment to that progress.

At last summer's convention, President Bev Price appointed a Membership Issues (MI) ad hoc committee to deal with various membership issues. Since then, most of AANR's attention has been focused on that committee's work, but the committee has gotten off to a slow start. Its report to the midwinter meeting did not include any problem statement or goals to be achieved. Rather it seemed to be a list of random ideas, some with obvious justification, but others (such as eliminating couples memberships) which are likely to be controversial and did not have stated justifications. The Chair stated that these were rough ideas that undoubtedly contained many "potholes" that would need to be "filled-in" during implementation.

As stated in that midwinter report, the Committee's first critical step is selecting a new credit card processor that supports more online processing options such as auto-renewal of memberships. Fairly extensive clean-up of the existing membership database is required before interfacing it with the new processor. Both the selection and clean-up were started last fall but remain incomplete as of this writing. Implementing the new processor will require programming of an interface with the database before it becomes operational.

In the Committee's presentation at the midwinter meeting the discussion shifted to the urgency of an "emergency ballot" to have the members approve a Bylaw amendment to eliminate the requirement that the membership approve the dues for all categories of membership. As currently written, that provision of the Bylaw poses two problems. First, it prevents the Association from consolidating some of the membership categories that undoubtedly seemed like good ideas when they were created, but now cause undue complications in selling and processing memberships. Consolidation of some categories would be beneficial. Second, and more importantly, it prevents the offering of promotional discounts to encourage members to take advantage of online membership options that would reduce processing expense for the clubs and the Association.

Rather than address these two problems individually the Association has, in my opinion, seized them as an opportunity to take away the membership's right to control the cost of

membership. As long as the Association has 100% club that force nudists to join the Association in order to join the club, then I believe the membership should have the right to control the cost of Association membership.

There is no need for the membership to give up its ultimate right to control the cost of membership in order to solve those two problems. Both problems can be solved by individual amendments that address those specific issues while retaining the membership's right to determine the cost of each type of membership. **If the proposed amendment fails, I plan to offer an amendment for the 2018 ballot that will allow the Association to offer promotional discounts to motivate members to take preferred actions.** The ad hoc committee can propose an amendment to authorize the cost of the consolidated membership categories they propose.

The voting process for this and future AANR elections will become disappointingly more difficult, especially for members who are not computer-fluent. The previously used vendor integrated postal and online ballots so that members who were uncomfortable using computers could vote by mail. Unfortunately, that service is going out of business. Extensive research could not identify any other vendor that offered the integrated voting service for less than several times an affordable price. Hence AANR is forced to eliminate the postal option.

The voting process is further complicated because, instead of relying on the membership card for login information, the new vendor requires email addresses for User IDs. Thus AANR must provide the vendor with a list of member email addresses. AANR has email addresses for all members who have access to the "member" section of its website, but may not have email addresses for members who do not. They must "register" using the process shown on page 31 of the May Bulletin, which indirectly requires them to setup (and learn how to use) an email account if they don't already have one.

Registered members must then watch for an email arriving around June 5th with the sender ending in "@polyas.com" for voting instructions. They can logon and vote between June 5th and 30th.

The MI Committee has identified other ideas, some of which may be controversial, but they appear to be on a back burner and, at the rate the committee is progressing, are likely to remain there for some time. I will report on them if and when they become active. I will provide copies of MI reports to any members who want to be fully informed on the committee's activities.

GOVERNANCE KRA

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Williamson

There have not been any applications submitted currently to host the 2018 Summer Meeting. Our Interim Board Meeting will be held at White Tail Resort January 26-28, 2018.

INTERNAL ADMINISTRATION

Nothing to report.

LEGISLATION

Submitted by Mary Williamson

There were two motions that the Board had considered since we met at White Tail Resort in January for the Interim Board Meeting.

Motion 1: To elect a new Director to fill a vacancy on the Board – Tom Pearce will fill the vacancy until the Ballot election in 2018

Motion 2: amend the AANR-East Procedure Manual to reflect the KRA teams rather than the committees.

Passed 7 for, one director was absent.

Currently there are no motions that will be brought before the Directors or Delegates at the Summer Meeting.

GOVERNMENT & LEGAL AFFAIRS

Submitted by Gloria Waryas

Watching HB73 in Vermont Legislation. The bill prohibits public nudity. To date it has not moved.

NOMINATIONS

The election for president and vice president will occur at this year's Regional Assembly. As of this writing, no one has declared.

BRAND KRA
Submitted by Gloria Waryas, KRA Leader

MEMBERSHIP/MARKETING

As with most of the KRA work it has been difficult to coordinate this KRA with the others, however there have been many objectives that have been done by individuals. Patti Scroggins continues to assist with membership recruitment at various events being held at White Tail Resort.

AANR is in the process of developing a marketing plan to target growth in membership. I have been working on a plan to increase membership in our region and have had various conversations with a couple of our club owners. I do believe that given the right marketing plan an increase in membership is possible and I have presented the idea to President Bev Price. I hope that this plan will be implemented to allow the LGBTQ community to join AANR and increase our membership significantly.

PUBLIC RELATIONS

I believe that we need to rethink how AANR-East proceeds with PR. The AANR office has pretty much taken over the PR as well it should be. I am a firm believer that the PR should come from the top and move down to the regions to disseminate information to our clubs and members. They also would prefer that any inquiries from the media be redirected to the office so the professionals that have been hired can handle the inquiries.

It doesn't mean that we can't assist our clubs and members, but I believe the majority of the PR belongs with the AANR. At this point in time Dan Whicker, ED, has hired a staff of qualified professionals to handle PR, Marketing and Social Media.

LINKAGE KRA
Submitted by Mary Williamson, KRA Leader

AANR-EAST YOUTH CAMP

Staff has been notified of dates and location and Nude U is preparing the schedule for this year's camp. Since the theme this year is an international one, our kitchen staff is putting together a menu that reflects various counties' cuisines.

As of this writing, we will have 2 new recruits for the Nude U program which is good news. Our current Nude U counselors are updating the manual and training will take place at the camp this year. They will make a great addition to the program.

EDUCATIONAL GRANTS

There were no submissions for the Grant this year.

AANR-EAST HISTORIAN/ARCHIVIST

We have no volunteers for this category.

AWARDS

As of this writing, I have not received any submissions.

YOUNG ADULT NUDIST ENHANCEMENT

Submitted by Mac Fleck, Regional Liaison

The Status is very positive for this program. Although our regular attendees could not attend, AANR-East is sponsoring Tyler, Membership Director from Solair to attend.

The Summit is being held at Sun Meadow Resort, Worley, Idaho, September 8-10, 2017 and it has been requested that a report, similar to below be provided after his attendance.

Thanks to John:

I reflect fondly on the most recent annual Young Nudist Leaders Summit held, this year, in Turtle Lake Resort in Michigan.

My time invested in the Summit has, once again, proven a tremendous building opportunity, and I am grateful for the enormous assistance and support I have received from AANR-East in their continued effort to enrich the younger generation of nudists and naturists in North America.

We celebrated the return of familiar faces, people dedicated to seeing young leaders strive in naturism, and a very welcome increase in new participation; either to YNL or to Turtle Lake Resort.

Two people had never tried any form of social nude recreation before deciding that the YNL Summit would be the perfect way to begin. I may be biased, but of course I could not agree more.

Feeling inspired, six participants decided they had means and motivation, fueled by the Summit, to begin their own group in Michigan.

Most everyone shared their great enjoyment of the facilities and the event itself, but the Summits have not been about vacation. I have been delighted to help with the planning and implementation of the Summit, led admirably by Jessica Osborne of Naples, Florida. I look forward to every opportunity to bring challenging topics, social issues and a global awareness to every Summit in which I am permitted to participate.

Directly to that point, I hope to thank every member of AANR-East that has made it possible for me to engage the community of young nudists in the United States. The support and assistance provided by AANR- East demonstrates an ongoing commitment to empowering young leaders and I am proud that, having met with such enormous success already, the Young Nudist Leaders Summit will only be growing stronger as a community movement.

Thank you, Mr. Fleck and AANR-East, for your trust, support and dedication to young nudists.

And from the organizer, Jessica Osborne:

YNL Summit 2015 Summary

Cyndi Faber and Danielle Smith had spoken about what it was like to grow up in and live near a nudist resort. They had spoken of the many interesting aspects of living in one, such as how they had an extended family growing up and how they learned to drive a golf cart before driving a car. Of course there are the downfalls of not being able to have your friends over from school, unless their parents are comfortable with the idea, as well as your friend is comfortable with it. The experiences they had and knowledge they gained from living there was great as they learned many things from their grandparents and parents about owning the resort and how to run it, along with being a part of the community around them. It was wonderful to be able to hear both of them speak about these experiences.

We then had two open discussions, one on what distinguishes naturism in practice and the other on what are we sharing with others and how are we reaching them. One discussion then led into the other. We determined that you must first separate nudity from sex. We are still sexual beings; however we can remove the sexual act from just being in the nude. This can be determined by your actions and behavior. Some reasons we may seek the nudist lifestyle out is that we find many to be open minded, tolerant, natural behavior, and it's a non-issue to be in the nude. For single males, they have to be able to remove themselves as the typical male and show that they are just as worthy to be at a nudist resort as the rest of them, for those clubs that discriminate against single males. Conflict can only be resolved with issue and advocacy. We must continue to push for a change to be made. We will get small gains here and there. As long as we listen to the needs of others outside of the nudist community, then they will be more willing and understanding if we cooperate with them. Some benefits people may have to this

lifestyle would be less laundry, accepting of ourselves, the ability to learn and share empathy, learning to listen to others; it's more enjoyable and is comfortable.

We need to identify the barriers in which differentiates us from everyone else. We must not use the word lifestyle, but use culture as lifestyle appears to have a negative connotation. Danielle had referred to a dollar campaign in which a nudist club had used two dollar bills that were spread out and used throughout the local community and it made the community realize and understand more about how the organization can benefit their community financially.

Amanda Poland had spoken about many outdoor activities that we could do, as well as implement at nudist clubs/resorts for fun events to bring others in. If there are themed events created and well organized, along with being advertised, then there will be more of an attendance.

We had an open discussion on how we could effectively use social media. Here is a list of many social media outlets: Facebook, Twitter, Instagram, Snapchat, Tinder, True Nudists, Yelp, Tumblr, E-mail, Pinterest, Grindr, Linked In, YouTube, Google +, Periscope, Reddit, Vines, Meetup, Nudist Clubhouse, and Vimeo. Social media is fast and easy to use, great for connectivity, the importance of the number of people you reach; it's all about the content you post, campaigning, and the use of hash tags to get others to link to your posts. Ex. #iamanaturist #youngnudists #nakedtime #aanr.

Timing is essential when submitting your posts or sending e-mails, some peak times would be 8:50 am and 5:15 pm as those times tend to be the peak times in which people will check their social media sites and/or check their e-mails. You must always check your privacy settings as well in order to determine who it can reach. Instagram has been found to be the fastest growing platform for 16-24 year olds.

Before posting anything, you must research all rules provided by the social media site and follow those rules to prevent any issues with your posts reaching others. If you are posting photos, be sure to add a watermark to the image or if you are able to copyright something, then do that as well. All photos must have had a release form signed prior to allowing for the photo to be posted.

Determine what your market is going to be, such as families, special interest groups, other languages. You could use listserve/distribution list, mail chimp, or constant contact in order to reach them. If you need to raise funds or need ways to make money, use crowd sourcing websites such as, Indiegogo, Kickstarter, and Gofundme. Be sure to consider the time frame in which you will need this funding by. When setting up these crowd sourcing campaigns, be sure to give as much information as possible. If you want to reach internationally as well, then consider reaching others by changing the language on your site or providing multiple languages. Amazon Smile is another way to raise money, but it would be for 501(c)3s only. The AANR Education Foundation is an organization in which you can submit a request for a grant, loan, funding, or a scholarship. When you submit a payment through Amazon, a portion of your sales could go towards the AANR Education Foundation which could then benefit you in return when you make your request later. Do not feel afraid to ask, the worse someone could say is no.

There are many forms of paid for advertising out there as well. We have word of mouth, which would be through social media by paying additional fees for posts to be boosted, but they can only reach so far. Outdoors, you have billboards and benches in which you can advertise on, as well as help benefit the community by adding benches in a park and so on. Print has always been one of the main forms of communication, with the newspaper reaching more people who are 50 and older. Other forms of print would be magazines, flyers, mail drops by zip code, alternative newspapers, and phone books. Phone books are not used as often as they used to be, as they have been outdated and your money should not go into advertising there. Radio advertisement is usually fragmented, so you would want to determine what audience you are going for and have it geared towards those radio stations. Television is a great advertisement opportunity, but is very expensive. About 4.38 hours a day, people are watching television. You need to know the difference between cable, satellite, and broadcast (Fox, ABC, NBC, and CBS). Digital media, you would want to have it limited to 10-15 seconds for your advertisement so you can reach those people within the first couple seconds and make them then want to click through to your website for more information. It can be in a banner or video form.

You will want to retarget or remarket your event/organization by finding those who may be interested in similar ideas. Most people usually carry a mobile device around, whether it be a tablet, laptop, mobile phone, or will also use their desktop. If you use geo-targeting or geo-fencing, you can reach your audience in a certain area within either a certain age range, similar interest, or within a specified radius from the event that will be held. These are just many ideas on how we can reach more people and make them aware of our presence, besides also assisting in the local community.

WEBSITE

Submitted by Gloria Waryas

As many of you know we have a new website. I wanted to keep it simple and easy to navigate, but still provide the necessary information needed. It is still a work in progress and any input would be greatly appreciated. We are still looking for volunteers that are willing to have their picture put on the website with a short testimonial. Having just me and Mary on the testimonial section will get really old after a while.

We also have a new webmaster which I truly appreciate. It is difficult for me to learn how to manipulate a new website even though Word Press makes it quite simple. I do have some knowledge of Word Press, but still did not have the time to learn fully how to accomplish the needed items to complete the website. Thank you to our webmaster for all your time and effort, as it is truly appreciated.

SOCIAL MEDIA

Submitted by Gloria Waryas

We have been fortunate to have a social media person continue with our Facebook and Twitter foot prints. He is always dependable and keeps us in the forefront. One issue that will need to be dealt with is our Tumblr. It appears that anyone can post to Tumblr as with any other social media format, but we don't have anyone monitoring it and therefore we have had some issues with inappropriate postings. That issue should be addressed as soon as possible.