

PRESIDENT'S REPORT

Larry Deschenes

Welcome everyone to the 2020 Interim Board Meeting of AANR-East. This is my report on the items since our Regional Assembly in June 2019

I attended the National Conference of State Legislators in Nashville in the first part of August. The conference was attended by over 6500 Legislators and their staff from around the world. AANR was well represented and we were able to talk with the people that matter. We were able to educate the attendees on Nudism and what we do to protect and promote nudity in appropriate social settings.

At the conclusion of the NCSL we drove to Sun Meadows Resort in Worley Idaho to attend the AANR convention. There were a number of things passed at convention including a dues increase however the motions were "out of order" and required further review. Now I was there as your President however Fred Van Nest was absent due to illness and I was therefore the Alternate. I have not been informed nor was I told how the offending motions have been resolved. I do believe we are moving to one person, one membership, thereby doing away with the couples discount. I also believe we are raising the dues to \$36 from \$30. Our regional dues remain unchanged. The *Bulletin* will move to Electronic Delivery in January unless you opt for a hard copy being sent to you.

The previous item brings up a point that we had to consider at AANR-East. If the *Bulletin* is going to Electronic Delivery then how will we send out the ballots for the elections from here-on? We have decided that the most efficient way would be to move to E-voting and so this election will be done by electronic voting. You can still request a paper ballot by sending your request to Mary Fleck but it is much quicker and less cost if you vote online. The whole idea was steered by trying to keep expenses down for AANR-East. The cost to print, mail-out and return postage for the ballots comes to approximately \$8000 to \$10,000. Last year when we sent them in the *Bulletin* it was \$1600 to \$1700 so this year we expect this will cost considerably less than that. No matter how you look at it, this is a cost saving measure that helps ensure we can carry on without having to consider raising dues. A definite win-win.

On my return trip from the West Coast I took a small personal trip into Canada to visit family, upon attempting to return to the USA to finish the trip the CBP decided I was not an acceptable visitor and refused me entry.

Telling them I was with AANR seemed to trigger a search of all electronic devices for pornographic material. Of course none was found but it tells me that CBP thinks the wrong things about nudism.

It has taken since August till January for me to rectify the criminal records thing. It is difficult to prove a lack of a criminal record if you have been arrested and not convicted but I did it and now can travel freely again.

One issue that has been hanging over all our heads as the Board of AANR-East is the Directors and Officers Insurance. For some time now we have been operating without protection and it was one of our priorities to rectify this issue. Although expensive we have secured liability insurance for our Directors and Officers. A large concern has been lifted from our shoulders.

Monthly Communications calls were instituted in September. These calls are to help each of us get the work done that is required of the Board. We all have assignments to do between meetings; sometimes we are at a loss for what must be done or how to do it. These phone calls allow us to talk with each other and get direction. It also allows the leaders to know where the assignments are and offer help to those who ask for assistance. The attendance at these phone calls is lacking. I must remind people that being on the Board of Directors is not just a title, it's a job! If we all take just one, I REPEAT, just one hour per week and dedicate ourselves to this position we can accomplish amazing things. Let's pull together and do that.

Fred Van Nest, our Member Trustee past away in October after a courageous battle with cancer. Fred was a tireless worker for AANR and his dedication, knowledge and tireless work effort will be sadly missed both here at the regional level and at the National level. Thank you Fred, for asking me to get involved with the AANR-East Board. You will be forever in my mind sitting next to me at your kitchen table, in our infamous mexican train games, with Lana, Lynda and on occasion William.

YOU WILL BE MISSED BUT NEVER FORGOTTEN,
and that my friend is your way of living forever.

VICE PRESIDENT'S REPORT

Tom Pearce

My role as Vice President between June 2019 and January 2020 has required minimal effort. I have attended our executive (President, Vice-President, and Secretary/Treasurer) conference calls, our board Communication Calls, completed necessary paperwork related to doing business as AANR-EAST, and performed the duties of the KRA Coordinator (reported elsewhere). It is a privilege to serve our region and support the cause of body acceptance and family friendly nudism.

SECRETARY/TREASURER'S REPORT

Mary Fleck

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.

As always all of the submitted written reports are available on our web site. If a printed copy is desired, a copy can be requested by email at secretarytreasurer@aanr-east.com or snail mail.

The current status of all of our savings accounts will be available upon request as well as our Capital Assets list, which has not changed since last year.

This year, as our President mentioned in his report, our ballot voting will take place electronically since AANR is no longer mailing out the paper *Bulletin*. If you still wish to have a paper ballot, it must be requested from the AANR-East office either by email (secretarytreasurer@aanr-east.com) or by snail mail (AANR-East Election, P.O. Box 290, Youngstown, FL 32466). Your request must include your P number and full address in order for me to mail you a paper ballot. No phone calls will be accepted for this request.

KEY RESULT AREA COORDINATOR'S REPORT

Tom Pearce

The Finance KRA appears to be effective based on communications between Mary and Sandra. The Brand KRA has accomplished our initial contact to our clubs in the region, and the collection of the contact information into a database has been completed. The Governance KRA has reported back during several of our communication meetings about GAT, and Legislation items. The Linkage KRA continues to be active. Our Web Site and Facebook presence continue to improve. Mary and Larry have continued to emphasize the need for names and clubs to be submitted with respect to awards.

After our June 2019 Summer meeting I requested a list of SMART goals/objectives from each of our KRA leaders. I did receive responses from KRA leaders however, none really conformed to being Specific, Measurable, Attainable(Achievable), Relevant, and Time Based.

Larry, Mary and I have discussed during our executive conference calls the achievements of AANR-EAST committees or KRAs over the past several years. We agreed countless hours have been spent over the past several years in training and describing the what, when, where, why, and hows of the KRA concept. Yet we are still trying to get KRA leaders and teams functioning more effectively. We concluded the obstacle is not the KRA concept, nor is it committees rather than KRAs. We felt guidance should be provided to the KRA leaders and teams to document task(s) for the KRA to accomplish and then accountability the KRA is performing the actions needed to accomplish the task(s). As your officers, Larry and I feel we need to provide specific guidance and input with each of the KRA leaders to help establish and document SMART goals with each KRA. Therefore during the MidWinter meeting Larry or I will be holding a working session with each KRA leader (and individuals whom that leader wishes to include) to establish at least 1 SMART goal for each KRA. Once one or more SMART goals are established for each KRA, each KRA will be expected to report during our monthly communication calls on efforts, actions, progress by the KRA on those goals since our last meeting.

GOVERNANCE KRA

Judy Turner, Team Leader

I have checked in with different team leaders. There are no pending concerns. Finding and encouraging new recruitment seems to still be an issue.

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Fleck

There have not been any applications submitted currently to host the 2021 Interim Board Meeting. Our Summer Meeting will be held at White Tail Resort June 15-18, 2020.

INTERNAL ADMINISTRATION

Robert Roche

No written report submitted

LEGISLATION

Submitted by Mary Fleck

There were 3 motions voted on by the Board since our Summer Meetings. There are also 3 motions that will be presented to the Board at our Interim Board Meeting.

1 - Move to amend section 4.00.08 of the Procedure Manual to read as follows:

All elected candidates for AANR-East director positions shall be present for roll call at the convening of the Regional Assembly to be administered the oath of office. If they have a valid reason for not being present and the president has excused him/her they must be present for the next in person meeting of the Board of Directors in order to receive the oath of office.

- a. Until the newly elected director has been administered the oath of office they will have a voice but no vote at meetings of the AANR-East Board of Directors.
- b. Failure to attend either meeting will be considered abandoning their position and the seat will be considered vacant and the appropriate election will then be held.

A duly elected member who “abandons” their seat is not allowed to re-run for the position for 2 years.

PURPOSE: To eliminate the requirement that a candidate has to be present at all of the roll calls of the Summer Meetings that immediately follows the current year’s ballot election.

If the above motion passes, the following motion will be introduced.

2 - Move to delete section 4.00.09 of the Procedure Manual

PURPOSE: Since the previous motion # __ passed, this section is invalid.

3 - Move to add the following section to the Procedure Manual:

- 4.06.07 Elected successor(s) shall be present at the next in person meeting of the Board of Directors to be administered the oath of office. If they have a valid reason for not being present and the president has excused him/her they must be present for the next in person meeting of the Board of Directors in order to receive the oath of office.
- a. Until the newly elected director has been administered the oath of office they will have a voice but no vote at meetings of the AANR-East Board of Directors.
 - b. Failure to attend either meeting will be considered abandoning their position and the seat will be considered vacant and the appropriate election will then be held.
 - c. A duly elected member who “abandons” their seat is not allowed to re-run for the position for 2 years.

PURPOSE: To establish when a successor will be sworn in and when they can vote.

GOVERNMENT & LEGAL AFFAIRS

Robert Roche & Sandra Cordell

No written report submitted

NOMINATIONS

Submitted by Deborah Olevano

The letters I sent to 5 of the clubs I am liaison for included a request for nominations to the board. I explained how it has been difficult to find nominees. I did not receive one reply from the clubs.

We will have 3 director seats open that we need candidates for. I have mailed out the paperwork for the 3 current directors that have a term expiring,

ADVOCACY AND ALLIANCES KRA
Judy Turner, Deborah Olevano, Team Leaders

The Advocacy and Alliance KRA has reached out to Pickle Ball Central. We have had a positive response back. The affiliated Program Manager, Charley Webster responded letting us know we could get a “Club Rewards Program”. He had asked for us to get more information back to him, which has been sent. This will allow us to get membership reward cards with discount codes for us to use.

We have also reached out to White Thorn, we have exchanged emails with Tina, who is on the planning committee for Super Bowl 50. We were looking to see if they have talked with Wilson (makers of volleyballs) for any sponsorship or any similar reward programs like Pickle Ball has. In emails with Tina there is an interest in what can AANR East assist them with in Super Bowl 50. She had stated that they are assembling around 1000 swag bags, they have pens, flashlights and chap stick for their bags. I would like to look at seeing what we have to assist with filling the bags. They also are going to have 50 random prizes during this event. What do we have to assist. If we could also get a list of funds available to them. I have emailed Wilson to see what I can find out there.

We are also planning to reach out to our AANR Clubs to encourage them to engage with their local fire departments, or other localities in their area. Expressing the importance of engaging with the community that their club is in. We will give them some ideas they could easily do, if they are not already doing.

BRAND KRA
Connie Pearce, Team Leader

At the 2019 Summer meeting a strategy was implemented to contact all the AANR east clubs to obtain correct contact information. The clubs were divided into six-groups; Bill Garrison, Deb Olevano, Sandy Cordell, Tom Pearce, Ed Turner and Ginger and Charlie Bliss. Corrected information was collected and updated.

With the completion the updated file we can begin to build a line of communication with the AANR-East clubs and members.

With that in mind i would like to propose the following.

- 1) The development for a calendar that will house the *main* event clubs will be hosting.
- 2) Email communications to help clubs know what AANR supported tasks that clubs can support.

MEMBERSHIP/MARKETING

Submitted by Gloria Waryas

I have continued to participate in the AANR membership/marketing meetings that are held monthly. Several changes have been made such as moving to electronic Bulletins unless you call the office to opt out. You also have the option of opt in to receive the Bulletin electronically which many of our members may choose. My question right now is: how much is it going to cost to print fewer Bulletins. Usually the more you print, the less it cost. I don't know what the answer is until this has been implemented in January. The other concern that I have is that we will no longer have Bulletins in our clubs for promoting social nudity. Personally I have used the Bulletin many times to convince people that trying social nudity would be the best thing that ever happened to them. Every person/couple that I have given a Bulletin to has come back to the club as well as joined AANR. It is a great PR/Marketing tool.

There are also proposed changes that will be made to Membership type, such as Student or Young Adult because there isn't much different in age and price and it also makes it easier on the office personnel so they don't have to ask for proof that they are a student. If you read the reports on the AANR website prior to the February meeting you will be able to read about the proposed changes.

PUBLIC RELATIONS

Submitted by Ronna Krozy

I am happy to report that AANR East has established an active Public Relations (PR) Committee whose members have been assigned as liaisons to all of the region's affiliated clubs. They have communicated with their clubs to ascertain that AANR East has the most up to date contact information...an essential GOAL established at the summer 2019 meeting. Follow up letters and brief survey were then mailed to appropriate contacts to be returned to the office.

An Excel sheet has been created to file these data which can then be updated as necessary. The data base will facilitate sending important information to the appropriate persons at landed and

non-landed clubs as well as learning about and promoting club activities. While the process is still ongoing, we are progressing toward meeting this goal.

On the national level, the AANR PR Committee calls are continuing monthly as are the biweekly phone conferences with the PR/Marketing/Communications office staff. Committee reports and media activity from Mary Jane Kolassa, AANR's consultant, are sent to regional presidents, Executive Director, Erich Schuttauf and Marketing Communications Director, Jeff Baldassarre. The PR Committee finalized its goals and objectives and they can be read online in the AANR members' section, summer convention report, along with MJ Kolassa's reports.

AANR's PR and Marketing activities aim to 1) increase awareness and acceptance of social nudity through all modes of social media, especially Facebook, Twitter, newspapers and magazines; 2) find appealing incentives for the retention of existing members and recruitment of new members, and 3) expand nudist friendly sites. These are essential aims for all of AANR's regions; new or 'outside-the-box' ideas are always welcomed and should be sent to me.

AANR's PR and Membership & Marketing (M&M) Committee work collaboratively. Presently I have been asked to survey the PR Chairs of all regions to identify which regions and their respective clubs publish a newsletter, use or do not use social media or use other communication modes such as a blog. Identifying all available channels of communication will help important information get to members as quickly as possible. We are also promoting non-landed/travel clubs via a column in the Bulletin as well as fostering the development of new non-landed clubs to attract or recruit nudists where landed clubs are non-existent or geographically difficult to access.

The new Membership Management System, Impexium, will, among other functions, be able to store and retrieve data and create useful analyses. In addition, members will be able to access their own information, vote, renew membership and more.

Finally, the M&M Committee wants regions to know that AANR has produced three brochure templates that highlight volleyball, biking and running. These brochures will be useful for recruitment at nudist friendly sports events and can be adapted to include regional information. They will be made available by Region President request to Editor, Katy Fitzsimmons who will also provide information about places that print brochures.

FINANCE KRA
Sandra Cordell, Team Leader

No written report submitted

BUDGETARY COORDINATOR

Sandra Cordell

I have been reviewing the monthly financials as Treasurer Mary Fleck completes each month and presently, I am working on the annual budget to be presented to the Board at the Interim Meeting.

LINKAGE KRA

Submitted by Mary Fleck, KRA Leader

This KRA is a category for the various things that AANR-East offers to our members and clubs. Volunteers are always needed to enhance, expand and improve these areas.

AANR-EAST YOUTH CAMP

Camp was larger this past year, with 14 participants and as always, it enjoyed by all of the campers that we had. The location and dates are set for next year and our theme is the “Roaring 20s”

EDUCATIONAL GRANTS

It is still too early for submissions. Hopefully we will have some in the Spring.

AANR-EAST HISTORIAN/ARCHIVIST

Melody Bage

The box of archives and history for AANR-East has been delivered to White Tail Resort.

At this time, a space for the AANR-East Library has not been definitely determined.

In the interim, the following activities will be completed:

- All of the of the contents of the box will be digitally scanned;
- AANR-East will need to determine the feasibility of a laptop or flat screen TV if they wish to have a looping slideshow on display at the resort.
- All scanned files can be put on a USB storage device and these can be checked out from the office at White Tail Resort by interested parties. Any photo files will have to be in a read-only format.
- AANR-East’s webmaster can upload the scanned files to our website for members who are geographically challenged, but still wish to have access to the history and archives.
- Work will continue on locating a suitable AANR-East Library.

AWARDS

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

YOUNG ADULT NUDIST ENHANCEMENT

This was discontinued at the AANR level, so it has gone into limbo in AANR-East.

WEBSITE

Submitted by Gloria Waryas

We are making progress on our website, however there is still much to be done at this point. I have a list of corrections that I sent to our webmaster and 6 of the 17 items have been completed

as of the writing of this report. The corrections that are left are dependent on other people forwarding information.

I am still investigating where we might be able to add an article on our webpage and will report on that at a later meeting. However, anything that is important can be forwarded to me to post on our FB page. Doing so provides us with an opportunity to promote social nudity and also promotes our public relations footprint. All of this is important because we don't know how many people that visit our page are non-nudist.

I would recommend that the board visit our website and review what changes should be done to continue the progress of updating our website. Once again, the textile world needs to understand who we are and what we do and why social nudity is so important to all of us.

Following is the responses (in red) from our webmaster on what has been completed so far:

If you can enlarge the AANR-East logo at the top of the page.

Done, the top actually had two different logo sizes that changed as you scrolled down the page. It now uses the same (larger) logo.

Add a join or renew button on the top of the page near our logo, but it should be smaller than our logo

Done. Changed/removed the header area and moved the buttons into the menu area. Better layout for "responsive" displays (i.e. cell phone/tablets).

I have pictures to send you to replace the ones that are on the rotating pictures that are there now

Done, added a couple extra, fixed some of the images to display better.

Get rid of all the toe pictures and replace them with one of the other ones

Done.

Move meetings under the "who we are" tab

Done.

Make a separate heading for Government Affairs and move verbiage that is currently there

This is a work in progress because adding another header didn't fit in the space available.

Mary has a picture of Ronna for the testimonials. Her verbiage is: "Nudism has connected my husband and me to a world of new friends and experiences!"

Done.

Can we put the picture of "when I get old" somewhere on the home page?

Added to the photo slider after redoing the image to fit better.

Change picture of me to Tom Pearce as VP.

Done.

Remove Donald, Tom, Marcus and Patti as Directors. We will be adding Connie Pearce and Judy Turner.

Done.

Change address on the Donate to Mary's current address and get rid of all the credit card symbols.

Done.

Add PayPal to the "donate"

Still need to solve this problem, Also need to find the Amazon affiliate solution with embedded code.

“How can we help you” brings up the Strategic Plan, need to remove that.

Done. Actually this button/link had nothing to do with ANR-East, it linked to a Wordpress help page.

Other items previously requested.

Make the web site more mobile friendly.

Been workin g on that. The “responsive” setting is now active. The biggest challenge is the menu when viewed from a cell phone. Been trying to find out how to modify the theme to implement a custom menu. Somewhat challenging since we don’t really own the license so I can’t ask the author.

SOCIAL MEDIA

Submitted by Gloria Waryas

Our FaceBook page continues to be productive, but once again it is asking our clubs to participate on our FB page. Perhaps the club liaisons would be able to add that to the list of questions for the clubs. This certainly interplays with our Public Relations program that is led by Ronna Krozy