

## **PRESIDENT'S REPORT**

**Larry Deschenes**

Well another year has come and gone and now my term of office has ran out. It has been a pleasure and an honor to serve as your Regional President for the last 4 years. We have had our trials and tribulations but we have also had our share of success as well. From disputes and problems to in fighting amongst ourselves to leading the way with the first ever Board Meeting on the Big Nude Boat and another first in our Regional Assembly being held via Zoom. AANR-East has held onto the phrase "AANR-East leads the way" as their mantra. During my term of office I have attended AANR meetings in Suwanee Valley Resort in White Springs, Florida, DeAnza Springs in Jacumba ,Ca and Sun Meadows in Worley Idaho and of course Lake Como and Cypress Cove in Florida. I also had the privilege of attending the NCSL Summit in Nashville as well. All of these trips made me feel great pride in being there as your representative. Thank you all.

Covid-19 has certainly changed how we do business and my being located in Canada has given us more unique situations to deal with. The closed border forces us into the electronic world whether or not we want to. We have each been more independent and left to our own devices, this has proven to be a challenge when it comes to work assignments and many things sit stagnant. I long for the day when face-to-face meetings can start again. As your outgoing President I must ask that in this time of restrictions that each of us try that much harder to complete our work assignments. It is more important now than ever before.

To my successor, good luck with the new position. I hope I have left AANR-East better than I found it and pray that you too get to feel the pride of being the President of the best Region in AANR.

## **VICE PRESIDENT'S REPORT**

**Thomas Pearce**

Covid-19 continues to impact our ability for AANR-East to meet in person. Our president, being from Canada, is still unable to cross the border into the US. Our annual meeting will also be held via ZOOM.

I continue to be active on the Reddit Group r/nudism, Central Virginia Naturists, Naturist Family Network, and a newly growing FaceBook group, "Naturists for a Clothes Free World". I have been actively promoting AANR, AANR-East, and our AANR-East clubs whenever the opportunity arises.

I continue to attend our executive (President, Vice-President, and Secretary/Treasurer) conference calls, our board Communication Calls, complete necessary paperwork related to doing business as AANR-East, and performed the duties of the KRA Coordinator (reported elsewhere). As I have stated before, 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 website. 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 2021 Delegate Credential forms have been mailed to our contract clubs for the AANR-East Regional Assembly which will be held via ZOOM Wednesday, June 16, 2021. 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 has a copy at the Regional Assembly.

As always all of the submitted written reports will be available on our web site. If a printed copy is desired, the delegates can request them from the office by either calling 850-640-4944 or by email at [secretarytreasurer@aanr-east.com](mailto:secretarytreasurer@aanr-east.com).

The Ballot had been prepared and posted on our website. Thank you Melody. We had a slate of four candidates for three positions for the membership to consider as well as 4 motions. A tally will be conducted at the end of May so the elected candidates have time to make arrangements to be present at the 2021 Annual Summer ZOOM Meeting.

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

The Capital Assets list will be available at the Summer Meeting and also upon request from the AANR-East office.

Also, 3 copies of the current Robert's Rules books have been purchased for the officers.

Last but not least, I want to thank the AANR-East Officers and Board of Directors for allowing me to serve the association for 20 years as the Secretary/Treasurer. It has been a pleasure and I hope that they will allow me to continue in that capacity.

## **AANR EAST TRUSTEE REPORT**

### **Ronna Krozy**

The Covid-19 Pandemic continued to have an impact on national and regional membership. Overall, AANR experienced a drop in membership, with the greater impact on club membership vs. direct (associate) members, but some clubs reported an increase in memberships because only members were allowed to visit.

Many different ideas and activities were implemented in an attempt to keep members connected. These included offering online zoom meet ups, yoga and exercise classes. Several clubs continue to send newsletters to their members but the actual number who might do this is still unknown.

AANR office staff telephoned hundreds of former members to inquire how they were doing and whether they would rejoin and were very successful in their outreach efforts.

AANR's PR and Membership & Marketing (M&M) Committees have been meeting jointly, proving to be valuable in discussing issues of common interest and creative solutions. Several major initiatives have been undertaken with relevance throughout the organization. Included with this report are documents that have been developed to go along with these initiatives and are being shared among the regions:

#### 1. Enhancing communication in social media

As a result of instances where social media communication has been deemed argumentative rather than positive, the need for a set of social media guidelines was approved by the AANR PR and M&M Committees. A very thoughtful document was developed by Matthew McDermott, Timothy Sargent and Evan Nix. These three young adults are, among other achievements, members of the AANR Youth and Diversity Advisory Committee (YDAC), a subcommittee of the AANR PR Committee. The document, which accompanies this report, is clear and instructive and provides suggestions for respectfully addressing or responding to statements critical of AANR.

#### 2. Promoting and enhancing diversity and inclusion

Despite AANR's philosophy of welcoming all people who are willing to adhere to AANR's code of conduct, there remains a paucity of members, staff and leadership who identify as BIPOC (Black, indigenous and people of color). Moreover, there remain some clubs who overtly or covertly do not provide a comfortable environment for people with diverse backgrounds. The Northwest region has published on its website a comprehensive statement regarding diversity and inclusion and has listed those clubs that have agreed to uphold this policy. Both PR and M&M members advocate that regions and their respective clubs print similar statements on their websites. This is being instituted gradually.

A Diversity Roadmap has been drafted by Timothy Sargent and Evan Nix and is open to comment from interested parties. Suggestions are being sought and welcomed for methods that will enhance AANR's efforts to attract more diverse members is sought. A copy of the draft accompanies this report.

One important aspect being highlighted is the economic advantage of diversity and inclusion. To validate this, Timothy Sargent has created a list of readings that is attached to this report.

Two additional activities are in process:

- a. A proposal by Timothy Sargent to survey AANR leadership in order to ascertain congruence in goals and vision for the organization. The AANR office will assist in forwarding the survey.

b. One or more online Zoom sessions inviting members and non-members to offer insights on AANR and how AANR can attract and increase a more diverse membership.

Results of these initiatives will be shared with all of the regions.

### 3. Increasing public awareness of social nudism through a Skinny Dip Day Charity Fundraiser

In an effort to bring greater awareness of social nudism to the public, along with demonstrating nudists' social consciousness, Thomas Francine has created a Skinny Dip Day Charity Fundraiser. He presented his ideas at the summer convention and to the PR and M&M Committees. He has a personal commitment to the Fistula Foundation, an organization that donates 100% of its income to helping women in Africa with body-shaming birth injuries. There was some question of whether AANR could back an effort like this but it was clarified that the organization cannot endorse another organization. He hopes that sharing his experience might motivate other individuals, groups or clubs to pursue similar activities and is open to helping others interested in starting a fundraiser. A sample of his brochure is attached to this report.

### 4. Modernizing the AANR website

George Oberle is a digital marketing professional, web designer, site owner of ReviewResorts.com and co-owner of Naturist Hub, a vetted site for authentic nudists/naturists by invitation only. He has volunteered to provide a substantial 'facelift' to a new AANR website. Content would be engaging, easy and informative and include various news types, stories, nudist news, blogs and pictures. The website would have a public/member/club firewall with reports, forms, etc. The new website is in its final stages.

### 5. Impexium

The new membership management system, Impexium, is gradually being rolled out. Margie Cantlon, co-owner of Sun Meadow in Idaho, is being used as the test case and is extremely satisfied with its functionality. Training sessions by Erich Schuttauf, AANR Executive Director, have been offered to all clubs. A few kinks still need working out and thus, the old system and new system are still being run consecutively.

### 6. Preparing the AANR 90<sup>th</sup> AANRversary celebration

Linda Weber, a life-long nudist and Director of AANR West, is chairing this Committee. The period for celebration will begin on July 10<sup>th</sup>. Complimentary items will be sent to regions for distribution to clubs but additional items must be requested by May 15<sup>th</sup> and will be charged to the region. Items will include window decals, temporary tattoos and pins. Suggested activities will be pictures of members positioned as the number 90, reaching out to members who are 90 and publishing timeline articles in the Bulletin. Pictures need to be sent to Katie Fitzsimmons, Bulletin editor, by July 15<sup>th</sup>.

### 7. Additional items\*

a. Two Eastern clubs changed status: Juniper Woods was sold and the new owners did not follow through on its commitment to keep it clothing optional. Unfortunately, it will now be a textile facility.

b. Cedar Creek has been disaffiliated due to its failure to maintain a wholesome 'g-rated' environment.

c. Special activities are being planned at Bare Oaks (races and tournaments), Empire Haven (Sentient Festival), White Thorn (50<sup>th</sup> Superbowl of naked sand volleyball), White Tail (Beachfest)

d. Solair Recreation League was featured in *Secret Connecticut: A Guide to the Weird, Wonderful & Obscure* by local author Stasha Mills Healy.

e. This documentary--called *Nude to Me*-- on CBC Gems captures filmmaker Danny Berish's search for his family history when he learns that his grandmother found love at Canada's oldest nudist club, Van Tan. It can only be seen in Canada: <https://www.cbc.ca/shortdocs/shorts/nude-to-me>.

For a small fee, you can see it at: <https://doxa2021.eventive.org/films/605e59dd22c61e004c116c35>

Or read a free good synopsis at:

<https://www.cbc.ca/documentaries/short-docs/my-grandparents-met-at-a-nudist-club-i-got-naked-to-learn-more-about-their-lifestyle-1.5999492>

\*Please keep me informed of special events, activities or issues so that they may be shared and/or addressed in a timely fashion. Email: [ronna.krozy@aanr.com](mailto:ronna.krozy@aanr.com)

# AANR PR Social Media Guidelines

By Matthew McDermott, Timothy Sargent, & Evan Nix

## Objective

This document outlines the policies and guidelines for the use of AANR social media accounts. It defines the content, messaging, platforms, and usage of the accounts to help create a consistent, responsible, and beneficial public voice for AANR and for nude recreation in general.

This document is designed to form part of, and also be informed by, a more general communications strategy document for AANR as it becomes available.

## Social Media Guidelines

### Content and Messaging

AANR's social media presence will be designed to achieve the following strategic goals.

Goal	Purpose	Content
Nudism is a fun, healthy, and beneficial practice that more people should try.	Improve public perception of nudism	General positive nudism messages Positive nudist news items
AANR helps its members to enjoy nudism more often, more happily.	Encourage people to consider AANR membership, and to renew their membership	Occasional posts about member benefits Updates about legal battles
AANR is the authoritative source for information and resources on nudism.	Encourage people to consider AANR membership, and to renew their membership Provide value to followers and members	Content about AANR's website AANR history AANR member benefits
AANR's affiliates (whatever we call clubs etc) have been carefully vetted and deserve your attention.	Encourage clubs to consider AANR membership, and to renew their membership  Provide value to clubs	Information and semi-promotion for AANR clubs
AANR is an active, vital, diverse, and useful organization.	Build confidence and positive views of AANR as an organization  Build bridges with content creators, clubs, groups, and members	Generally positive messages about AANR Highlights of AANR clubs, group, and members trying new projects, reaching new communities, etc.

Every social media message that goes out - including shares and retweets - should align with one or more of these messages. Without exception. (That means no castigating people for their views of AANR; no memes and cartoons that don't match with these messages; etc.)

A set (or alternating sets) of hashtags that are used consistently with each kind of message would also be useful.

## Timing

It is useful to have a calendar that drives these messages (what are AANR's scheduled events? are there nudist "seasons" and "holidays" that AANR can mark?) as well as a plan for how often AANR puts messages out on each platform.

## Platforms

There should be a description for what kinds of messages AANR sends out on each platform. For example, we'll use Twitter to announce that the Bulletin is being released today; Facebook would have a post each week with an excerpt from a Bulletin article. Twitter message: "The AGM is tomorrow"; Facebook, "Here's the agenda and joining details for the AGM - and here's the membership link to join and be a part of it."

Platform	Account	Approach	Messaging
Twitter	AANR_int		
Facebook	AANR Page		
	AANR Group		
Instagram			
LinkedIn			
Reddit			
???			

## Accounts and Usage

### Expected Conduct

All AANR Social Media Volunteers are required to have a thorough understanding of the policies of each social media platform they use. They are expected to abide by the platform's rules with respect to sharing nudity, collaborating with content creators, and common social etiquette. When in doubt, play it safe.

### Account Verification

All official AANR accounts should apply for "verification" wherever it's an option. Becoming verified with a social media platform adds authenticity and authority to a twitter account and lets followers know they are interfacing with AANR's official channels, and not a fake account. Social media volunteers should be familiar with the terms and



conditions of the social media networks and never post content or engage in behavior that compromises AANR's verified status.

## Image Content

Images posted to AANR accounts must adhere to the same standards as written posts, as outlined in this document. Written permission must be obtained for any images shared to official AANR social media accounts, and a photographic credit should be included wherever applicable. Informal written approval is acceptable where signed copyright releases are not available. In the case of historic photos, or images where written permission is not attainable but where it is believed sharing the image qualifies as "fair use", a source must be cited.

## Approved Accounts

AANR must maintain a list of accounts that can be retweeted at any time. All the AANR regional accounts; certain AANR personalities; other nudist orgs (BN, TNS, FCN, INF). Any content from any of these sources could be retweeted at any time, preferably with an approving comment and hashtag. This helps to keep the twitter feed active.

## Accounts of Interest

AANR requires a list of accounts whose content could be considered if it intersects with AANR. NakedWanderings visits an AANR club, NaturistLivingShow has an episode where an AANR member is interviewed. (Note that this pushes a member benefit: if you're an AANR member, AANR amplifies your voice!)

## Follows and Blocks

AANR should only follow "official" accounts that are unlikely to change. This extends to essentially anyone included in the first list of retweetable accounts as well as a small selection of other accounts, like the Naturist Living Show, etc., which may provide valuable content.

And blocks. There should be specific criteria for blocking people:

- They make harassing or sexual comments in any AANR thread, or the threads of anyone AANR follows.
- They spam AANR posts (whether replying with repeated similar comments, or with actual spam like their OnlyFans link).
- They are clearly false nudist content, like the many nudist "dating" accounts, and accounts that repost images without permission. A list of these blocks should be maintained, to help identify other accounts.

Note that this does not include blocking people for:

- Being critical of AANR.
- Having sexually themed posts.
- Having an OnlyFans or Patreon.

Blocking is primarily concerned with the account's *actions within the AANR context*, not about the account itself.

## Direct Messaging

Social media accounts are not considered "official channels" for communication. Generally speaking, AANR should not engage in direct messaging over social media. Exceptions can be made to direct followers to official channels for communications, such as providing links to email addresses or the AANR Website, or to request permission to share another user's content.

# AANR Diversity Roadmap

By Timothy Sargent & Evan Nix

## Objective

“The Only Constant in Life Is Change.” - Heraclitus

Change is not only inevitable, it is actually very healthy for organizations and businesses. Change encourages an institution to innovate, allows members to learn new skills, and provides new opportunities which will ultimately benefit the organization through new ideas and increased commitment.

Like any other organization, navigating an increasingly diverse and ever-changing world is arguably the most pressing task that AANR is facing. Fortunately for AANR, because we are not alone in this pursuit, we can look to other organizations and businesses who are succeeding in this area and learn from their model.

Fostering a diverse organizational culture is necessary to help AANR and its leadership better understand target demographics and what moves them, and imperative for the survival of all organizations looking to attract membership and support from the next generation. An organization with diverse representation in its leadership can better align its culture with the demographic make-up of America. Increased membership and member satisfaction can be achieved by improving how AANR interacts with an increasingly diverse public.

According to data from the Brookings Institute, race-ethnic minorities are responsible for all national growth. Based on the latest U.S. census, the white population declined from 63.8% to 60.1% of the total U.S. population between 2010 and 2019. Nationally, the U.S. grew by 19.5 million people between 2010 and 2019. Latino or Hispanic, Asian American, Black, and Native American populations grew by rates of 20%, 29%, 8.5%, and 7.6% respectively. The relatively small population of residents identifying as two or more races grew by a healthy 30%. [\[Source\]](#)

It's important to note that diversity is not just about race, but about representation for different ages, body types, gender identities, and sexual orientations as well. A true culture of diversity is never token, because it's about representation for a variety of perspectives.

Diversity is not just AANR's key to survival, it's the catalyst for growth. When AANR provides a welcoming, diverse, and safe environment, attracting representation for all races and creeds, its membership will blossom. This is the only way AANR will attract and retain young people and people from a diverse array of backgrounds, cultures, and walks of life. Without this ingredient, the 90-year legacy that AANR has built is doomed. With it, AANR thrives for another 90 years.

# Path Forward

**Commit to change** and declare diversity a value. Say it out loud. We have to mean it. We should be transparent and humble about what we've gotten wrong in the past. Not just with the public, but with ourselves. From this point, a clear statement should be made about our intentions for improving diversity within AANR, both as a promise to the increasingly diverse nudist community and to hold ourselves accountable for our growth.

**Elevate diverse voices** in the organization and through its social channels. Provide a platform for the diversity that already exists within AANR and in the larger nudist community, and find the voices online to elevate by retweeting and sharing their perspectives.

**Open the door** to new perspectives. Be transparent about how the organization is run and how decisions are made, as well as how new members can become involved and add their voice. Continue to open regional and national meetings to the larger membership base by using Zoom and other virtual meeting services.

**Recruit.** Seek out diverse, motivated individuals with perspectives that are not well represented within the organization or its leadership and reach out to them to find ways to get them involved in AANR and its various committees. Recruit not just for volunteer positions, but for salaried positions in the organization. Recruiting for diversity does not mean filling quotas or adding token members to committees, but valuing the diversity of experience and insight that those voices have to offer in growing and expanding AANR's reach and mission.

**Embrace diversity** in every single committee and board. Diversity must be prioritized and a consistent consideration made by AANR and its regions. Assign at least one committee member to track and report on any issues that pertain to AANR's larger diversity and inclusion strategy within their committee. Add a diversity report to the agenda of each regular meeting.

**Educate ourselves** and our members. The onus is on us to do the work, not on others to teach us how. Engage in antiracism and diversity training and education. Develop a diversity certification program for affiliate clubs. This would be a program that clubs can voluntarily opt-in to. It would serve not only as a valuable tool for clubs and their members, but would also serve to demonstrate a commitment to growth and inclusion to potential new members and visitors.

# AANR Diversity Roadmap: Related Case Studies & Supporting Documentation

By Timothy Sargent & Evan Nix

## Foreword

In an effort to substantiate the benefits referenced in the accompanying AANR Diversity Roadmap proposal, please see the below compilation of case study summaries and articles that support that proposal's assertion that fostering a culture of diversity and inclusion is both good for the larger nudist community as well as for the business interests of AANR and its affiliated clubs. You will also find articles below which specifically detail the cultural significance and return on investment when diversity and inclusion are embraced in a company or organization's marketing campaigns.

We believe that the case studies and articles below present a clear case that forging a path forward that both fosters diversity and inclusion within AANR's leadership structure and also works to improve our representation of minority groups in our marketing and PR efforts will establish AANR as a positive force in leading the nudist community forward, expanding our reach, and securing our legacy for future generations to enjoy and uphold.

## Support

### **"The Business Case for Diversity in the Workplace is Now Overwhelming"** ([Source](#))

A thoughtful post in the World Economic Forum blog which provides some numbers and facts about diversity in the workplace, including, importantly, "the millennial quotient." The article quotes a 2018 study by Deloitte which asserts that by 2025, 75% of the workforce will be made up of millennials, and 74% of millennials value and require a diverse workplace when sizing up employers. The article makes a compelling case that diversity is a necessity to compete.

### **"How Diverse Leadership Teams Boost Innovation"** ([Source](#))

This article by Boston Consulting Group (BCG) details the results of a study on the impact of diversity within leadership teams on overall innovation as well as revenue. The study shows that companies with what it has determined to be above-average diversity scores among leadership reported "innovation revenue that was 19 percentage points higher" than their counterparts with below-average diversity scores. Overall financial health of these companies with above-average diversity among leadership was also reported to be about 9 percentage points higher than their below-average counterparts. This report also is clear to state that diversity should be sought not just in one dimension but across many dimensions, all of which have value.

### **"Delivering Through Diversity"** ([Source](#))

This McKinsey & Company article comparing multiple studies begins by juxtaposing data from a 2017 and 2014 study, showing clear advantages to supporting a diverse leadership and management team. The immense profitability benefit is broken down both in terms of gender diversity and racial diversity. Not only do both the 2017 and 2014 studies show that diversity and inclusion positively impact profitability, but the

comparison between the two studies shows that that positive impact is ever increasing. An important facet of this article is that it also presents an actionable strategy for embracing a culture of diversity and inclusion, which it states must begin at the top level of leadership with a clear and compelling vision.

#### **“Getting Serious About Diversity: Enough Already with the Business Case”** ([Source](#))

This article from the Harvard Business Review references its own 1996 article entitled “[Making Differences Matter: A New Paradigm for Diversity](#)” in which the business case for diversity is made. In this 2020 follow-up, however, the authors assert that the economic impact of a diverse workforce should not be the driving factor behind why a business pursues diversity, going so far as to identify research that shows that when diversity is increased without efforts being made to increase understanding between groups, share cultural knowledge, and embrace the value of diverse voices, the business impact is negligible. This article posits that the true economic benefits of a diverse company or organization come when diversity and inclusion are embraced because it is the right thing to do, *not because it is profitable*.

#### **“Millennials at Work: Perspectives on Diversity & Inclusion”** ([Source](#))

The results of this 2016 study are presented as an infographic (follow the link above to view). The takeaway here is that younger generations such as Millennials and Gen Zs are increasingly comfortable having discussions around diversity and inclusion and are also found to favor workplaces where diversity and inclusion are priorities for their employer. This should shed light on the changing values and priorities that younger generations have in regards to equality, especially when it comes to where they choose to spend their time and energy.

#### **“How Diversity & Inclusion Campaigns Drive Brand Outcomes”** ([Source](#))

This article provides a summary of a more in-depth marketing strategy guide by the Video Advertising Bureau entitled “[Do The Right Thing](#).” In this summary, clear case studies are laid out showing the immediate returns on investment of marketing campaigns built around diversity & inclusion, such as Target’s “Honey Pot” campaign featuring that brand’s Black woman entrepreneur, and Denny’s bilingual “See You at Denny’s” campaign which highlighted modern, multicultural families and friend groups. In the case of the “Honey Pot” campaign, sales of “Honey Pot” products increased 20-30% following the ad; in the case of the Denny’s campaign, website traffic was up 135% among Black viewers following the ad compared to the previous month.

#### **“Nike’s Colin Kaepernick Ad Sparked a Boycott -- And Earned \$6 Billion For Nike”** ([Source](#))

This article from Vox Media details the financial impact of Nike’s controversial ad featuring Colin Kaepernick, noted NFL player who used his platform to raise awareness around police brutality, particularly against Black Americans. While the ad did spur some to “boycott” the brand, their strong statement in support of the athlete ultimately saw the company’s value increase by \$6 billion almost immediately. The message in this instance is that, yes, while it may be morally right to stand up for equality and diversity, the financial benefits are also significant and far outweigh any potential backlash against “progressive” marketing campaigns.

#### **“7 Brands That Got Inclusive Marketing Right”** ([Source](#))

This article leads with information about the increasingly diverse makeup of the world we live in and the increased importance of representing and embracing that growing diversity in the way we market brands, even relaying a Kantar study showing that ads perceived as “progressive” were 25% more effective. The article goes on to detail seven brands that have successfully marketed themselves as inclusive, some over decades of consistent messaging that embraces diversity (such as Coca-Cola) and others emerging relatively recently with inclusivity-based marketing campaigns (such as the dating app, Bumble). The

important factor here is doing the research, actively seeking and valuing diversity, and portraying those values effectively and respectfully.

**“Cosmetics Are a Case Study for Embracing Diversity in Marketing”** ([Source](#))

In this Forbes article, an example is made of the beauty industry and its consistent emphasis on ensuring that people from all walks of life, of all races and colors, are represented in their marketing campaigns. For the beauty industry, they have no choice but to work to make sure everyone can see themselves represented as “beautiful,” because their customer is *everyone*. Many beauty industry leaders are turning to social media influencers to expand that representation even further.

**“Why Diversity in Ads Is More Important Than Ever for Revenue”** ([Source](#))

This AspireIQ article dives into the reasons why diversity in marketing is so important, citing an Adobe study showing that 62% of respondents indicated that the degree to which a brand represents diversity impacts their perception of it, also showing that large swaths of people belonging to minority groups have entirely walked away from a brand based on a lack of representation of their minority group in the brand’s marketing. The article includes examples of brands who have made positive strides in increasing representation, followed by substantial returns on investment through increased web traffic, increased sales, and increased overall business value. Influencer- and community-based sourcing of content is cited as a scalable and inexpensive option for increasing diversity in a brand’s advertising.

**“Data Shows Consumer Want Diversity in Marketing -- Why Many Brands Struggle to Get It Right and How to Fix It”** ([Source](#))

This Forbes article repeats many of the themes of the previous article, confirming the importance of diversity in marketing and advertising, but also providing some concrete steps for getting it right. The value of this article is that it calls attention to the importance of having diverse perspectives and experiences at the table when decisions about how to market to those same diverse groups are being made, which is further support for the importance of diversity in an organization’s leadership.

**“Gender Equality: #WeSeeEqual Campaign”** ([Source](#))

Less of an article and more an example of a positive commitment to inclusion and diversity both inside and outside of an organization, this campaign by Procter & Gamble (P&G) details all of the measures that they are taking to impact diverse representation within their company structure as well as in their marketing and partnerships, to ensure that the messages they are sending about their commitment to diversity can be seen in all aspects of the way they do business. This type of multifaceted advocacy and awareness fosters a strong culture of diversity and cements the public’s perception of the company as authentic and genuine because the company is living up to its marketing campaigns.



Join us for... **Skinny Dip Day**... July 10, 2021

## What is Skinny Dip Day?



### Charity

a **fundraising hub** for nudist clubs, beaches, and friends to turn **AANR's** annual *International Skinny Dip Day* (ISDD) into a **fun AND meaningful** local event!



### Competition

a **competition** – the team that raises the most money will receive special recognition as *Kindest Skinny Dippers in the World*, an official trophy, AND free t-shirts!



### Confidence

a good excuse to get out of your comfort zone and develop **acceptance** of yourself and others... united in all our flawed glory.

### Skinny Dip Day has the potential to:

- Show that nudists are **kind** people who value healthy enjoyment of the human body.
- Generate **positive publicity (and money)** to nudism and nudist clubs.
- **Bring together** both *fresh faces* and *seasoned pros* to enjoy a beautiful day.
- Create **life-transforming change** for women in immense suffering.

### Skinny Dip Day is an established concept:

- [The Sydney Skinny](#) raised over **\$70,000 AUD** for their most recent 2019 event.
- [Strip and Dip](#) raised **€508,000** at their most recent event.
- The [BBC reported on this](#) 6th annual skinny dip fundraiser in England.
- The Skinny Dip fundraising concept is similar to **Polar Plunge**, which is even more established. [This one](#), for example, brought in **\$2.3 million** at their most recent event.

### Our goal is to print stories like:

- “Skinny Dippers from around the US raise \$20,000 to empower women... on *International Skinny Dip Day*”
- “Travelites Nudist Retreat celebrated as *Kindest Skinny Dippers in the World*”

[SkinnyDipDay.org](http://SkinnyDipDay.org)





^ Some photos of our 2019 events:

- Gunnison Beach (New Jersey)
- Travelites Nudist Retreat (South Carolina)
- Forty Acre Club (Missouri)

### How does it work?

- Call Thomas at (732) 882-9267. (Or email [info@skinnydipday.org](mailto:info@skinnydipday.org))
- We will answer any questions — and brainstorm with you on ideas for your specific setup.
- We will set you up with a fundraising page ([example](#) from our 2019 events).
- We will help publicize your event to local media.
- We will further publicize the group that raises the most money (“World’s Kindest Skinny Dippers”), to nudism orgs & national media.
- What else can we do for you?  
**We want to help you on your own terms!**

**PS: Signing up is very low-commitment...  
If you “only” raise \$35... that’s great!**

### Background

This project is being led by Thomas, following two of his passions.



1. Thomas has found confidence and friendship in **nudism**, and he hopes to empower others to find the same. He is a regular at Gunnison Beach, NJ.
2. Thomas is a huge supporter of **Fistula Foundation** — a nonprofit which restores health & confidence to women who have had their bodies **injured & shamed**. FF is widely regarded as one of the **BEST and most EFFECTIVE charities in the WORLD for women**.

**100%** of all money goes to Fistula Foundation.

Thomas is an AANR member.

### Act Now! The first 5 locations on board get...

- \$50 donated to their fundraising page.  
...AND...
- A free Skinny Dip Day **tapestry** keepsake (see photos above) mailed to them immediately.

**Sign up to raise money. Call now:**  
**(732) 882-9267**

[SkinnyDipDay.org](http://SkinnyDipDay.org)



**KEY RESULT AREA COORDINATOR'S REPORT**  
**Tom Pearce**

With regard to activity within the KRA groups I personally have nothing to report.

## **GOVERNANCE KRA**

### **Judy Turner, Team Leader**

We have had challenges with COVID 19 so it has given us new ways to think of connecting and communicating.

I have checked in with different team leaders. The concerns will be discussed in the correct forums, now that we are getting back to our new normal.

#### **ANNUAL MEETINGS & FACILITIES**

##### **Submitted by Mary Fleck**

Because of the Covid-19 epidemic, this year's Summer Meeting will be held via ZOOM rather than at our host club, White Tail Resort. With luck, our Interim Board Meeting will be held at White Tail Resort in Ivor Virginia January 28-30 2022 and the 2022 Summer Meeting will be June 20-23 at White Tail Resort if no hosting applications are received by the 2021 Inboard Meeting.

#### **INTERNAL ADMINISTRATION**

##### **Robert Roche**

We had one completed investigation concerning an AANR EAST landed club.

#### **LEGISLATION**

##### **Submitted by Mary Fleck**

There have not been any motions since we met in January for the Interim Board Meeting. See below for motions that will be introduced during the Outboard meeting and hopefully the Inboard meeting.

#### **GOVERNMENT & LEGAL AFFAIRS**

##### **Robert Roche, Sandra Cordell**

Bob - We have been following House and Senate bills for the East Coast. At this time there are no bills that threaten our nudist rights in AANR-EAST Region.

Sandra - I have been unable to attend the phone calls on a Tuesday night, but I read the notes from Tim Mullins and read the Fiscal Alert Notes in the Discovery Daily Digest.

#### **NOMINATIONS**

##### **Deb Olevano**

No Report

#### **LEGISLATION - MOTIONS**

##### **OUTBOARD MEETING**

Proposal #1

Move to add the following section to the Procedure Manual and the attached forms numbered in sequence and included in the Appendix.

6.00.05 F. Roving Ambassadors  
See appropriate forms attached in the appendix

**FORM#1**

**INFORMATION FOR AANR-EAST ROVING AMBASSOR PROGRAM**

**ELIGIBILITY**

1. Must be an AANR-East member familiar with the AANR-East Ruling Documents
2. Any applicants must be approved by the AANR-East Officers
3. Have personal RV, motorhome, travel trailer, or tenting equipment to be considered

**RESPONSIBILITIES**

1. Contact perspective clubs about visiting and arranging a time to speak with owners/managers/board and members and possibly have the camping and/or ground fees waived.
2. Create a proposed plan of travel that must be approved by the Officers that includes landed or non-landed club(s) to visit, approximate date and duration of visit with a minimum of 2 days, not to exceed 5 days at a landed club including mileage, possible camping and /or event fees.
3. Provide a short article after each club visit that may be posted to our website or submitted to the AANR *Bulletin* after the approval of the officers.
4. Obtain all necessary photo releases which include names that would appear in the article.
5. Complete all forms that follow

**REIMBURSEMENT**

1. Current IRS mileage rate for RV, motorhome or travel trailer or ½ of the IRS for traveling with personal tenting equipment. When approved travel plan includes multiple club visits reimbursed mileage will include miles between clubs as long as it does not exceed reasonable miles between clubs as calculated by publicly recognized mapping software.
2. Camping/grounds fees at a landed club with receipt. If visiting a non-landed club, overnight fees are not included. Room rental at a landed club is not included.
3. When Travel Plan cover visits to multiple AANR-East Clubs, lodging/camping fees between clubs is not reimbursable.
4. Special meals/events hosted by club visiting (not everyday meals)
5. Reimbursement will not occur until all reports and voucher with receipts are submitted

**FORM#2**

**VOUCHER AND REPORT**

Voucher # \_\_\_\_\_

Date(s) of Visit: \_\_\_\_\_  
(Day(s) and Date)

Club Name: \_\_\_\_\_

Address: \_\_\_\_\_  
(City) (State) (Zip)

Landed Club: \_\_\_\_\_ Travel Club: \_\_\_\_\_ 100% Club?: \_\_\_\_\_

Expenses incurred:

Travel: \_\_\_\_\_ \$ \_\_\_\_\_

Ground Fees: \_\_\_\_\_ (Show mileage) \$ \_\_\_\_\_  
 Hook-up/Camping Fee: \_\_\_\_\_ (Attach copy of bill) \$ \_\_\_\_\_  
 Miscellaneous: \_\_\_\_\_ (Attach Receipts) \$ \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Total: \$ \_\_\_\_\_

**\*\*Please include all receipts when submitting  
 Voucher plus the reports.\*\***

Club Name: \_\_\_\_\_

Club Official: \_\_\_\_\_  
 (Print Name)

**Areas Covered:**

- Possibility of an AANR-East Convention/Interim Board Meeting
- Bonus for holding either

**AANR-East Benefits:**

- Grants
- Loans
- Scholarships
- Rebates:
  - Website
  - Regular Yellow Pages
  - Any Other Advertising (excluding nudist/naturist publications)
  - New Club filing fee with AANR
  - Participation in a fair, show or exposition:

**AANR Benefits:**

- Glenn Miller Fund Loan
- Bulletin Advertising discount
- Advertising Rebates
- Additional benefits for being a 100% Club

Total Time Spent with Club Official: \_\_\_\_\_  
 (Hours, Minutes)

**Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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FORM#3

**REPORT**

Club Name: \_\_\_\_\_ Date: \_\_\_\_\_

Club Official: \_\_\_\_\_  
(Print Name) (Signature)

**Areas Covered:**

( ) **Singles Policy**

\_\_\_\_\_

Club has a WINR member? \_\_\_\_\_

Additional Information Needed: \_\_\_\_\_

( ) **Local Government Affairs/Awareness**

Member of Local Chamber of Commerce? \_\_\_\_\_

Participate in local programs (i.e., clean up, fund raisers, parades) \_\_\_\_\_

\_\_\_\_\_

Club has a GAT member? \_\_\_\_\_

( ) **Youth Interested in AANR/AANR-East Youth Programs**

\_\_\_\_\_

Additional Information Needed: \_\_\_\_\_

( ) **Possibility of Hosting an AANR-East Youth Camp**

\_\_\_\_\_

Additional Information Needed: \_\_\_\_\_

( ) **Possibility of Hosting an AANR-East Convention/Interim Board Meeting**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Information Needed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

( ) Bonus for holding either

( ) **Marketing**

\_\_\_\_\_  
\_\_\_\_\_

What type of Marketing/Advertising do they do? \_\_\_\_\_  
\_\_\_\_\_

Additional Information Needed: \_\_\_\_\_  
\_\_\_\_\_

Help Needed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**AANR-East Monies Available:**

( ) Grants: \_\_\_\_\_

( ) Loans: \_\_\_\_\_

( ) Scholarships: \_\_\_\_\_

Rebates:

( ) Website: \_\_\_\_\_

( ) Regular Yellow Pages: \_\_\_\_\_

( ) Any Other Advertising (excluding nudist, naturist publications): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

( ) New Club filing fee with AANR (must be a contract club for 3 years in good standing): \_\_\_\_\_

( ) Participation in a fair, show or exposition: \_\_\_\_\_  
\_\_\_\_\_

Additional Information Needed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**AANR Monies Available:**

( ) Glenn Miller Fund Loan: \_\_\_\_\_

( ) Bulletin Advertising discount: \_\_\_\_\_

- ( ) Advertising Rebates: \_\_\_\_\_
- ( ) Additional benefits for being a 100% Club: \_\_\_\_\_

Additional Information Given or Needed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Time Spent with Official: \_\_\_\_\_  
*(Hours, Minutes)*

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## TIME SPENT WITH MEMBERS

### Topics covered

1. What would they like to see AANR-East and AANR do?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. What ways can we implement to increase membership?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. How would you like to see social nudity promoted?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. How can we attract younger folks to become members?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Additional Comments

\_\_\_\_\_  
\_\_\_\_\_

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## PERSONAL OBSERVATIONS:

**PURPOSE:** To establish guidelines for the AANR-East Roving Ambassadors

**FISCAL IMPACT** (if any): \$2,000.

**MAKER:** Legislation Committee

If motions 1, 2 & 3 on the 2021 Ballot pass, the following motions will be put forth during the Inboard meeting.

### PROPOSAL #1

Move to delete the following sections of the Procedure Manual.

- 4.00.05      a.      Nominees for Member and Club Trustees must submit nomination petitions to the AANR Executive Director by March 15th of the year of the election pursuant to the AANR Ruling Documents.
  
- 4.05.00      a.      One Member Trustee shall be elected by the AANR-East membership pursuant to AANR Ruling Documents.
- 4.05.01      To be eligible to serve as an AANR-East Member Trustee, a person shall:
  - a.      Have been AANR-East members in good standing for one year immediately preceding nomination.
  - b.      Have served at least one year as an elected or appointed AANR-East or AANR official
  
- 4.05.02      The duties of the Trustees shall include but not be limited to the following:
  - a.      Representing the interests of AANR-East and its members on the AANR Board of Trustees.
  - b.      Advising the AANR-East Officers and Directors on all AANR matters that may affect AANR-East and its members.
  - c.      If a quorum of the AANR-East Board of Directors is not present at an in-person meeting, the President shall seat the Trustee(s) as a voting member(s) of the Board for that meeting to meet the requirement for a quorum.
  - d.      For additional duties of the Trustees see AANR Ruling Documents.
  
- 9.04.04      The AANR-East shall reimburse each AANR-East Member Trustee for verified lodging and car rental expenses not subsidized by the AANR for each meeting of the AANR Board of Trustees. The AANR-East shall reimburse each AANR-East Club Trustee for one half (1/2) of verified lodging and car rental expenses not subsidized by the AANR and/or the Club for each meeting of the AANR Board of Trustees.

**PURPOSE:** As we no longer have member and club trustees, these sections are no longer valid.

**FISCAL IMPACT** (if any): None



**MAKER:** Legislation Committee

**PROPOSAL #2**

Move to delete the following sections of the Procedure Manual.

- 9.04.05      The AANR-East shall reimburse each AANR-East Official, including those Committee Chairs appointed by the AANR-East President whose presence is required at the meeting, the verified expenses for travel to AANR-East Board Meetings, not to exceed round-trip coach airfare if traveling by airplane, or the actual driving miles directly from the official's home to the meeting and direct return, plus allowance for parking, lodging and ground transportation in accordance with prevailing IRS guidelines. Effective February 1, 2015, mileage paid per mile will be at 1/2 the current rate established by the IRS for driving a personal vehicle for business use. Some form of verification of the mileage must accompany the reimbursement request. ~~For AANR Club Trustees not serving in any official capacity in the AANR-East Region, the AANR-East will reimburse the above expenses at one half (1/2) of the listed amounts.~~
- a.            The AANR-East will pay for each AANR-East Official, and those Committee Chairs authorized by the President to attend the Annual Meeting up to five (5) nights lodging expenses not to exceed \$85 per night. The AANR-East President may authorize payment for additional people and/or nights lodging if Official duties require additional time on site. ~~For AANR Club Trustees not serving in any official capacity in the AANR-East Region, the AANR-East will reimburse the above expenses at one half (1/2) of the listed amounts.~~
- 9.04.06      All AANR-East officers, member trustee(s), directors, committee chairs, and appointed officials required to be at AANR-East meetings shall be reimbursed up to an average of \$35.00 per diem for meals purchased at the Host Club during Annual Meetings/Interim Board Meetings. ~~For AANR Club Trustees not serving in any official capacity in the AANR-East Region, the AANR-East will reimburse the above expenses at one half (1/2) of the listed amounts.~~ Verifiable receipts from the Host Club must be presented for reimbursement.

**PURPOSE:** As we no longer have member and club trustees, these sections are no longer valid.

**FISCAL IMPACT** (if any): None

**MAKER:** Legislation Committee

**PROPOSAL #3**

Move to move and renumber section 5.00.01 to 4.05.01:

- 5.00.01      If the President and Vice President are not present at a Regional Assembly Meeting, the Member Trustee shall be the presiding officer for the meeting.

**PURPOSE:** To move this section to the appropriate area of the Procedure Manual.

**FISCAL IMPACT** (if any): None  
**MAKER:** Legislation Committee

**PROPOSAL #4**

Move to change the words member trustee in the procedure manual and just show trustee(s) in the following sections:

4.00.02, 4.03.01, 4.05.01 (formally 5.00.01), 4.06.00, 4.06.01, 4.06.05 a., 9.04.06

**PURPOSE:** Housekeeping

**FISCAL IMPACT** (if any): None

**MAKER:** Legislation Committee

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

Hoping everyone is adjusting to our new normal after COVID-19, with more and more people getting vaccinated. It is wonderful to see clubs slowly opening up back to a new normal. Hoping we are all are ready to advocate in this “new normal”

We will be able to reach out to clubs about Pickle Ball Central, and the discounts. I have continued to try to reach out to Wilson, without any response. But will continue to reach out to Wilson. I have heard from White Thorn Lodge, they are on scheduled to do Super Bowl 50. I know they could use assistance in getting items before their grab bags. I have also asked how else we could assist.

It is wonderful that we are moving forwards our new normal after COVID-19.

**BRAND KRA**  
**Connie Pearce, Team Leader**

Due to Covid-19 and my two knee surgeries this year, there has been no activity in the Brand KRA.

**Club Representative**

**Vacant – need volunteers**

**MEMBERSHIP/MARKETING**

**Vacant – need volunteers**

**PUBLIC RELATIONS**

**Melody Bage**

There is much work being done by the AANR PR Committee, with meetings held via the internet by Ronna Krozy, Chairperson. Highlights of the committee work are as follows:

- Progress is being made on several key questions regarding the services AANR can and should provide and reaching the appropriate audiences.
- Plans for the AANR 90<sup>th</sup> AANRversary are well underway. Giveaways will include window decals, patches, pins, and temporary tattoos. There will be a letter going out to members “congratulating” ourselves at making 90 years. The bulletin will be used to showcase good things AANR has done over past 90 years; create timeline.
- The AANR Naming Committee has announced we will not be changing name of AANR and we should not be identified as AANR International. A change would be extremely expensive as well as the fact that, under the current name, AANR offers legal protection in states where “nude” is banned in names -- but we are grandfathered.
- AANR Website: Impexium will be the new platform for the website. It was reported that new members are joining already using the new Impexium platform. Both this and the old system are in place but parallel for the moment. The two systems have yet to be merged (e.g., accounting doesn’t work well on new platform yet) so temporarily we have double manual entry and double log-ins. Once it’s all up and running things should be better.
- Membership: There has been a 10% in the membership number for AANR clubs this year. Cedar Creek will no longer be affiliated with AANR and Juniper Woods was sold and unfortunately will no longer be clothing optional. The membership rate for associate members has not declined like club numbers. This is thanks to calls made that encouraged people to rejoin. Hoping in three to four months we’ll see a huge increase in membership in clubs as they start opening.

- Social Media Guidelines Update: Once Impexium is launched, guidelines need to be accessible to everyone, not just committees. The same applies to the diversity guidelines/roadmap.
- Proposal to support Diversity Road Map: There will be a survey of the AANR leadership regarding their values, so new proposals can be in line with diversity roadmap. Once questions are approved by Erich, the main office can assist in distributing survey. It was also determined that a method needs to be developed to reach out to members to get their opinions. There was discussion on the need to impress on clubs and members how important diversity is, perhaps via a Zoom seminar. There will be an article in the Bulletin with a list of articles validating the economic benefits of diversity and inclusion organizations and clientele. This information should be circulated to clubs. It was suggested that the recommendations provided to clubs be presented as actionable items.
- Skinny Dip Day Charity Event Plan: AANR cannot put its name on any one charity, per AANR board vote, though clubs can. Concept is good for PR -- that we can use nudism for good -- use doing good to get nudism out there. What's really needed is how to do a successful fundraising event. There needs to be an article for the Bulletin giving the background to why this event was created and how to evaluate charities and their use of donations.

**FINANCE KRA**  
**Sandra Cordell, Team Leader**

I review the monthly QuickBooks reports provided by Mary Fleck. I reviewed and made changes to the Quickbooks file to give to the accountants to prepare the Federal 990 Not-for-Profit tax return.

**BUDGETARY COORDINATOR**

**Sandra Cordell**

No written report at this time. A budget update will be presented to the Board during the Summer Meeting, if necessary.

## **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**

**Submitted by Mary Fleck**

I am happy to report that we will have a youth camp this year! The theme is caveman/stone age with nudles on the t-shirt saying "Camping in the Caves".

### **EDUCATIONAL GRANTS**

**Submitted by Mary Fleck**

There were no submissions for the Grant this year.

### **AANR-EAST HISTORIAN/ARCHIVIST**

**Submitted by Melody Bage**

The boxes containing archives and history for AANR-East have been inventoried and a spreadsheet cataloging the contents has been provided for the President.

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

Due to Covid-19 restrictions, no additional history has been provided for addition to the existing spreadsheet.

### **AWARDS**

**Submitted by Mary Fleck**

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

### **YOUNG ADULT NUDIST ENHANCEMENT**

**Need a volunteer**

### **WEBSITE**

**Submitted by Gloria Waryas**

Nothing has changed as it pertains to the website. If all of you want to see this improvement to our website than it is going to take some work. This may sound somewhat harsh, but the truth is if we don't function as a team, whether it is Directors or other volunteers none of what is necessary will be accomplished. The below list has not changed.

What is needed for the website:

- 1) 2 LARGE banner images that absolutely scream FUN! If our liaisons or directors can reach out to contact one of their favorite clubs for pictures, perhaps skinny dip, pool images, or something you like even better.
- 2) A few smaller images, but we can also fill these in with stock photos. But our own images would be best. REMEMBER releases
- 3) At least 4 articles from our board

- a. Who are Naturists
  - b. About AANR-East and AANR
  - c. Women to Women
  - d. Perhaps Resort/club of the month
  - e. What AANR does for Naturists
  - f. Articles about Non-Landed Clubs
  - g. Ecosystems-how green naturists are at clubs
- 4) Younger people respond to outings without a membership, i.e. Runs, volleyball, etc.

This is a fairly comprehensive list, however it needs to be done to get the new website up and running. As chair I would like to see this done so we can begin to roll this out in June. We have now surpassed our June deadline. To accomplish this depends on how dedicated the board is to having a new website.

**SOCIAL MEDIA**

**Submitted by Gloria Waryas**

I would first like to start with our Social Media, which includes Face Book and Twitter. A few years back I put the word out that I needed a social media person to help us with our brand. We were very lucky because we found someone almost instantly. Shannon has been with us for 7 years and has decided that he has served his time. I want to personally thank Shannon for the dedication to our Region. Our statistics between December 2020 and May 2021.

<b>2020</b>	<b>2021</b>
Twitter	Twitter
AANR-EAST 17,236 followers	AANR-East 17,771
AANR FL 11,689	AANR FL 11,940
AANR MW 5,569	AANR MW 5,472
AANR NW 3,066	AANR NW 3,823
AANR SW 893	AANR SW 998
AANR-WEST 412	AANR West 1,975
Facebook	
AANR-EAST:7,466	AANR East 7,701
AANR SW 6,539	AANR SW 6,731
AANR MW 2,349	AANR MW 2,381
AANR FL 1,858	AANR NW 1,362
AANR NW 1,762	AANR FL 2,021
AANR WEST 1,312	AANR West 1,388

We should be proud of what we have accomplished and a great big thank you to Shannon. I have also found a replacement for Shannon. He recommended Matthew and I believe he will be a great fit for our region.

**ROVING AMBASSADORS**

We currently do not have any roving ambassadors. A motion will be presented during the Outboard meeting to provide all of the information,