

PRESIDENT'S REPORT

Robert Roche

The annual Summer Board Meeting for AANR-East was held via Zoom. All business and elections were conducted expeditiously. We were able to have excellent participation at the Regional Assembly and as the Covid pandemic hangs on, everyone is becoming adjusted to virtual meetings as a way of life for a while. In addition to participation, an additional upside was the opportunity to save the organization money with no physical accommodations needed.

Despite the new variant of Covid, the Mid-Winter Board Meeting is scheduled January 28-30, 2022, here at White Tail Resort. I have taken steps to ensure that rapid Covid tests are available on-site as a precautionary measure. We will still use the virtual format for the meeting, particularly the Regional Assembly, as a means of increasing participation.

In addition to committee work as assigned, I have been working to get our website revamped as currently much of the information is outdated and the format is not inviting. A meeting has been set up on January

I have also been attending the AANR Public Relations Zoom meetings to keep up with what is being done at the national level that can serve as guidance for our region.

This August at White Tail Resort's signature event, Beachfest, we had great attendance and were able to set up an AANR recruitment booth to distribute giveaways and answer questions for those who stopped by.

VICE PRESIDENT'S REPORT

Melody Bage

Directly following my election as Vice-President during the Summer Board Meeting held via Zoom in June of 2021, I submitted a synopsis of the meeting for publication in the Bulletin.

I am available to attend our executive (President, Vice-President, and Secretary/Treasurer) conference calls as needed and attend our board Communication Calls. I serve as the history archivist for AANR-East and represent our region on the public relations committee of AANR. Reports from both of these areas are provided in detail in other sections of this report.

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. The minutes of the Outboard, Regional Assembly and Inboard meetings are also posted on our website.

As always all of the submitted written reports are available on our website. 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.

Our Interim meeting will be held at White Tail Resort in Ivor Virginia and available via ZOOM which has been renewed for another year. The login information is on the schedule.

On a final note, we had received \$350 in pledges from the Single Malt Scotch event that we had held via ZOOM after our Inboard Meeting June 16th. As of this writing, I have received \$275 with 3 individuals not sending in their pledge amount yet.

REGIONAL TRUSTEE REPORT

Ronna Krozy

Covid-19 has not gone away. After a slight relaxation of regulations and people returning to more active nudist lives, Delta and Omicron variants have surged and the pandemic will continue to impact our freedom to travel and meet up with naturist groups.

At the AANR national level, the Public Relations Committee (PR) and the Membership & Marketing Committee (M&M) have continued to meet jointly. One of the key goals continues to be strengthening connections between all members, clubs and regions. This has fostered the recent development of online Special Interest Groups. The first SIG topic was photography, hosted by President Kathy Watzel and will be followed up by a session focusing on photo technology. A ham radio group is also forming.

Another project in serious discussion is the development of an AANR newsletter that will be sent to all members. It will allow members to interact electronically to ask questions and get replies and to function similarly for AANR. It will include important information from all of the regions, show regional cohesiveness and fill the niche between the Bulletin, Undresses Press and Weekly Reports.

A brand new and attractive website has gone live for AANR and should serve as an exemplar for other regions and clubs that would benefit from a 'makeover.' The site has incorporated several features from the old site but includes opportunities to post new articles, blogs and to join Naturist Hub (NH), the official social media site for AANR. Naturist Hub is a safe space for nudists, with participants being vetted and requiring an invitation to join. Since the inception of both the new website and NH, the number of 'hits' has greatly increased.

The Social Media Guidelines that were approved by the AANR Board and that outline appropriate professional communication in all materials have been sent to all the regions and have been placed online.

A proposal asking clubs to post a specific non-discrimination statement was defeated because some clubs have policies restricting membership and visitors to 18 and older. It was emphasized that these clubs should clearly differentiate themselves from 'adult' clubs not upholding wholesome behavioral standards.

The PR & M&M Committees' proposal to change the term *Associate Member* to *Direct Member* was approved by the board to be put to the membership for a vote. The proposal aims to demonstrate that all members of AANR are equally valued especially since 41% of AANR's members join directly and not through a club, a trend that continues.

The new Impexium membership management system is considered to be a much easier system for clubs' Certifying Officers to work with once they change from Conetics. However, before it is completely accessible online, transitional issues still need to be addressed and more communication with clubs needs to occur so that the older Conetics system can be phased out.

New professionally-developed, social advertising video clips regarding the benefits of nude recreation are being created for the Florida region, using an AANR Educational Foundation grant. These will be disseminated widely through social media and businesses. Templates will be made available to regions and clubs and can be altered/adapted to suit different needs. Changes may incur minimal cost unless undertaken by individuals with appropriate expertise.

Clubs:

While it is not known what is happening in all the Eastern region's clubs, kudos goes to several clubs (i.e., MARNA, Niagara Naturists and White Tail) for newsletters, activities and online meet-ups aimed at keeping members up to date and connected.

A call was received from a member of Sandy Terraces, a 100% club in Marston Mills, MA, asking how they could be more involved with and informed about AANR-East. They were happy to learn about club benefits and the value of having a designated club member attend a convention. It was also suggested that there are opportunities to join a committee which would promote much more familiarity with the organization.

Two clubs are currently for sale: Whispering Pines in NC and Serendipity Park in GA. Sadly, Berkshire Vista owner, Dan Bookstein, passed away recently. Abbott's Glen is permanently closed.

Trustee position:

A new regional Trustee will be elected at the AANR Summer Convention and an energetic and qualified candidate is needed to fulfill this role and help the Eastern region continue on a successful future path. I am in the process of putting together some material addressing the expectations, needs and responsibilities of this position and will happily discuss these with interested parties.

Summary:

It is more important than ever that AANR-East communicates directly with its clubs and members using the liaison structure that was formed in the PR Committee. We need to ask how they are doing, to publicize any activities that are keeping members connected, to assess and acknowledge efforts for promoting nudism, to offer assistance as much as possible and to show that this organization cares.

Clubs need to be encouraged to send their delegates to the conventions, to communicate with AANR-East and to promote involvement of members on an AANR-East Committee. Perhaps some type of incentive would be helpful.

Social media need to be kept up to date and the website refreshed so that there is cohesiveness throughout all modes of public communication.

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.

GOVERNANCE KRA

Judy Turner, Team Leader

We are continuing to adapt and overcome the challenges that Covid 19 give us. We are happy to return to our in person meetings, we are still using our new ways of connecting and communicating with each other.

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

The 2022 Interim Board Meeting will be held at White Tail Park in Ivor, Virginia as well as being available via ZOOM. Login information is available on the schedule. Our Summer Meeting will be held at White Tail Resort, June 20-23, 2022.

INTERNAL ADMINISTRATION

Robert Roche

We have had no new problems this past period.

LEGISLATION

Submitted by Mary Fleck

There were three things that the Board had considered since our Annual Summer Meeting.

1: To fill a vacancy on the Board –Shaun Card will fill the position until June 2022.

2: To appoint a nominations chair – Charles Bliss.

3: To approve the nominations committee.

GOVERNMENT & LEGAL AFFAIRS

Robert Roche & Sandra Cordell

Submitted by 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

Submitted by Charles Bliss

Seven AANR-East members have volunteered to be on the nominations committee. They have been approved by the Board.

I have sent out an email to the members of the nominations committee spelling out the way the committee works and other instructions. I also gave them the portion of the ruling documents that discusses nominations. “The Team shall use its best efforts to seek suggestions for persons to be nominated, using a variety of communication methods, such as the AANR BULLETIN, the AANR-East newsletter, the AANR-East web site, social media and direct mailings to Clubs.”

I have canvassed the Board members whose terms are expiring and two of them told me that they will be seeking reelection. I have also a name of someone who wants to run. I have not had any other feedback from committee members. I will be forwarding the two required forms to the committee members.

FINANCE KRA
Sandra Cordell, Team Leader

I review the monthly Quickbooks reports provided by Mary Fleck. A budget will be prepared and submitted to the Board for their review and approval.

ADVOCACY AND ALLIANCES KRA
Judy Turner, Patricka Hogue, (Shaun Card) Team Leaders

It is wonderful to see our clubs back open. We are certainly ready to advocate for our clubs despite this "new normal."

The Advocacy and Alliance KRA is looking forward to being able to meet in person again. With things now reopened we are encouraged to connect with each other outside of the confines of Zoom and MS Teams.

We sent items to White Thorn to help with their rescheduled Super Bowl 50. They had a awesome turn out, and appreciated the donations.

We are in the beginning stages of hashing out an idea from Shaun to look for a way to get members excited about a movement to support. Our exact strategy is still in its infancy state, but we have a few suggestions, such as Save the Ta-Tas, Free the Nipples, The Nude Bike Ride, etc.

BRAND KRA
Melody Bage, Shatora Thomas, Team Leaders

MEMBERSHIP/MARKETING/ PUBLIC RELATIONS

Submitted by Melody Bage

There is much work being done by the AANR Public Relations and Membership/Marketing Committee, with meetings held via Zoom by Ronna Krozy, Chairperson. Highlights of the committee work are as follows:

- At the AANR Summer 2021 Convention the AANR Social Media Guidelines were approved as the standards for all AANR-related communication and dissemination to regions and clubs. These have already been sent out to clubs.
- There was a motion made to change terminology used in AANR's Ruling Documents which would change the term Associate to Direct Member. This was generally approved and will be submitted per formal motion in accordance with the Ruling Documents and be voted on by the membership in 2022.
- There has been discussion at the monthly PR Meetings regarding changing the term Landed Club to Destination Club and Non-landed Club to Travel/Events Club, Naturist travel club or Social events club. There was a great deal of discussion, however, reaching no consensus, this matter was tabled for the time being with the option to be discussed at a future PR/MM Committee meeting.
- The motion to accept and adopt the adapted version of the AANR-NW Non-discrimination Statement and recommend it to all clubs was rejected at the 2021 AANR Convention.
- There has been discussion of the new Apple Child Protective Policies which were scheduled to go into effect this year. The first allows parents of tweens less than 13 years of age to opt in and monitor any attempts by their child to download any content related to nudity/pornography on their phone. The second policy allows Apple to access your phone to search for any pictorial content that depicts any evidence of childhood sexual abuse. AANR and other agencies have voiced widespread concern over the implementation of this app and its implications. AANR needs to educate lawmakers between simple nudity and sexual abuse photos.
- Work has begun on a men's brochure to address body positivity/acceptance issues, men's questions regarding the naturist culture and norms, and expected behavior. A tri-fold brochure will be produced addressing men's concerns as well as a unisex behavior guide poster with contact information to report troubling behaviors to be placed in each restroom.
- Current data shows that most landed clubs have shown an increase in membership numbers with a 7% increase in the growth of Associate (Direct) Members.

- AANR Special Interest Groups have been formed for both Photography and Ham Radio Operators. The meetings are held via Zoom.
- Work is beginning on establishing a Brand Style Guide for all AANR related printed information. The group agrees that all print material from AANR and its clubs should be standardized. This includes guidelines for font, style, size and color for all AANR printed material for uniformity/consistency.
- The new AANR website is up and running with hits on the website starting at 5K a day and growing exponentially. There are still a few issues with Impexium.
- There is a need to develop new messaging/slogans regarding the benefits of nudism. The consensus was to hold off and see what the PR firm is developing for Ralph Collinson AANR-Florida which could be adapted to other regions. They are professionals and we could benefit from their expertise.

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 Judy Turner

Camp was held in Georgia, at Serendipity. "Camping in the Caves" was the theme.

We had concerns that we wouldn't have enough kids for camp, after having to cancel last year's camp, but surprisingly we had 12 campers. We had some very young campers, and were reminded why we should not take kids under the age of 9. With the younger campers it is encouraging that it will grow the camp again, as well as some new "Nude U" coming aboard.

Camp was enjoyed by all, we even panned for gold (thank you, Camp Director).

EDUCATIONAL GRANTS

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

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

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

As all of you know our website has been in need of updating for a long time. I have been building a new website on PowerPoint, but it does take time, going through the current website and transferring it to PowerPoint.

Shaun Card and I have been working on a couple of items that we could use on the website, which Shaun can explain to you at the meeting. If we do ZOOM, I will also be able to explain some of what we are working on, but we still need a design person.

We will do our best to have this done by June 2022.

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 a long time now and in my opinion has done a fantastic job. Having said that, we are now in need of a new social media volunteer. I have a couple people that can potentially take over and I am in hopes of having this issue resolved by the time our meeting is underway.

If anyone knows of a young person that can help, please let me know.

Our statistics as of June 2021 are as follows:

Twitter

AANR-EAST: 17,236

AANR FL: 11,689

AANR MW 5,569

AANR NW 3,066

AANR SW 893

AANR-WEST 412

FaceBook

AANR-EAST: 7,466

AANR SW 6,539

AANR MW 2,349

AANR FL 1,858

AANR NW 1,762

AANR WEST 1,312

We should be proud of what we have accomplished to date.

ROVING AMBASSADORS

We currently do not have Roving Ambassadors