

PRESIDENT'S REPORT

Robert Roche

Our Winter Board Meeting was held at White Tail Resort with all Officers, the majority of Directors and our Secretary meeting in-person. The group was focused, open to new ideas, welcoming to the new leaders. There was a sense of enthusiasm for what AANR-East can be as we move forward. We were joined by members from across the region. Some were present at White Tail, while others were able to use Zoom to participate.

The first order of business on Friday morning was the swearing in of new Director, Shawn Card, by President Robert Roche. For the remainder of the Friday sessions, KRA committees worked on their projects. One of the focuses of the work was to develop ways for clubs and members alike to have a better understanding of the benefits available to them through their membership in AANR. There was also discussion regarding the diversity offered by different clubs, variety in amenities, and even differences in seasonal alternatives. Communication for a changing membership was also discussed as an important challenge to be addressed.

On Saturday morning, there was no legislation that needed attention, therefore, the meeting consisted of a full discussion of the 2022 Budget and additional work on the KRA committee tasks. At the close of the morning session, finishing touches were put on committee assignments and due dates were set.

The Interim Board meeting was called to order at 1:00 p.m. on Saturday, January 29, 2022. All Officers and Directors were present for roll call. The agenda was amended to add an executive session before moving to Approval of the Rules and Order of Business and Approval of the Minutes from the previous Inboard and Outboard meetings. Officers and KRA Team members all stood on their reports, as published, with no changes necessary. Following the executive session the Final Budgetary Report was shared by Sandra Cordell and approved unanimously by the Board of Directors. With no further business, the meeting was adjourned.

AANR-East has contracted for the rebuilding of a new website. Funds for the project are via donation. We are continuing to monitor the progress and to ensure that it represents the vision and goals of the organization. It is important that the aesthetics are improved and that the site is user friendly, particularly on mobile devices.

We are now in the process of voting for three Board of Director positions via both electronic and paper ballots. The results of this election will be presented at the Regional Assembly.

Since our winter meeting I have conducted our executive (President, Vice-President, and Secretary/Treasurer) conference calls, as well as our Board Communication Calls and completed necessary paperwork related to doing business as AANR-EAST. I also organized the committee for review of our Educational Scholarship nominee. I continue to attend 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.

VICE PRESIDENT'S REPORT

Melody Bage

Directly following the Mid-Winter Board Meeting held in January of 2022 at White Tail Resort, 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.

I also served as a representative on the Educational Scholarship Committee to assist in the selection of this year's recipient.

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 2022 Delegate Credential forms have been mailed to our contract clubs for the AANR-East Regional Assembly which will be held in person and via ZOOM Wednesday, June 22, 2022. 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. A motion has been proposed to email out the credential forms and a paper copy can be mailed by request.

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.

The Ballot had been prepared and posted on our website. Thank you Melody. We had a slate of four (originally 5 but one candidate withdrew) candidates for three positions for the membership to consider. A tally will be conducted at the end of May so the elected candidates have time to make arrangements to be present at the 2022 Annual Summer 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.

Last but not least, I want to thank the AANR-East Officers and Board of Directors for allowing me to serve the association for 21 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

AANR Online: At the AANR national level, the Public Relations/Membership Marketing Committee continue to meet jointly. One of our most successful endeavors has been the establishment of AANR Online, our Meet & Greet sessions that now have almost 500 people who have signed on as participants. These meetings take place the 1st and 3rd Thursdays of the month through August. Breakout rooms offer various topics for discussion, such as writing, music, photography, science and nudism, nudist culture and the particularly popular funniest nudist stories. A brief article by Andee Rogers, AANR NW VP, appears in the May, 2022 Bulletin. The Meet & Greets have been so enjoyed by attendees that there have been requests to have them more often as well as at varying times to accommodate east and west time zones.

While this positive reception is most gratifying, the need for breakout room leaders/moderators continues. Any member interested in participating can email sigs@aanr.com to be put on the automatic invitation list. We hope that attendees who are not members but have discovered AANR Online via the Undressed Press, a public online newsletter about nudism, may choose to become AANR members. Also positive from these Meet & Greets are the number of people requesting invitations to the Nudist Hub website, where all accepted must be vetted and agree to appropriate postings and pictures.

The Social Media Guidelines: A reminder was sent to region presidents to circulate these guidelines among all of their respective clubs. These guidelines, approved by the AANR Board and that outline appropriate professional communication in all materials, are now on the AANR website.

Associate Member to Direct Member: The PR & M&M Committees' proposal to change these terms was placed on the 2022 ballot for general membership vote. As of this writing, 43% of AANR membership is joining the organization directly rather than through a club. This is a 2% increase from the prior report six months ago and may be related to the closures of some destination clubs.

Impexium: This membership management system is currently being used by all direct members. Many of the larger destination clubs have now received full training in signing up or renewing club members and according to Erich Schuttauf, AANR Executive Director, are using the system successfully.

Trustee position: As this is my final term as the AANR East Trustee, I am happy to report that Sandra Cordell has accepted the challenge to run for this position. Given Sandy's commitment, experience, skills and temperament, there is no doubt that she will be a competent leader. And I am more than willing to offer her any advice or support to help with this transition. Good luck and thank you, Sandy!!

Clubs: The occurrence of club closures remains of great concern to AANR and most of its regions. Over time, some owners of clubs have reached a point where they wish to retire, can no longer manage and need to sell at an understandable profitable gain. Members of these clubs are generally unable to purchase/invest and create cooperative ownership. A particularly unfortunate result is seeing these clubs converted to textile venues. AANR is able to provide guidance to members who are willing and interested to form travel/non-landed clubs to provide a mechanism for maintaining connectedness.

At this time, two clubs remain for sale: Whispering Pines in NC and Serendipity Park in GA. Berkshire Vista will be closing in October, 2022, following the death of Dan Bookstein and his wife's need to retire at age 80 after both operated the club for 30 years. Abbott's Glen is permanently closed. Four landed clubs appear to have no members. Note: some clubs may have more members but only those who belong

to AANR are counted in the summary. There is an initiative underway to discover what would incentivize non-100% clubs to become 100% clubs.

Communication with AANR-East clubs: AANR-East liaisons must reach out to their assigned clubs to ask how they are doing, to publicize any activities that are keeping members connected, to assess and acknowledge efforts for promoting nudism, to ask what AANR can do for them and to encourage voting by club members. Clubs need encouragement to send their delegates to the conventions, to communicate with AANR-East and to promote involvement of members on an AANR-East Committee.

Communication with AANR-East Direct Members: Another issue is how regions can reach out to those members who do not join through clubs. Given the understandable need for protection of privacy and confidentiality, access to direct members' contact info is only available to regional presidents. There is definite sentiment that direct members should be acknowledged and welcomed into the region and informed of activities that they may be interested in. There should be a discussion and probably a vote to consider allowing AANR regional PR Chairs to have access to these names, along with the stipulation that they sign a confidentiality statement guaranteeing the safekeeping of all pertinent information.

Social media (i.e., Facebook, Twitter, Instagram) need to be kept up to date with frequent, relevant postings. The AANR-East website is now being reconstructed and additional officers are able to provide feedback. However, the region should reach out to its younger membership to find a capable person who can oversee the social media and provide input into the website. Perhaps offering an incentive such as a comped membership may be effective. Finally, stronger efforts need to put into public relations to foster recruitment of new members, advertise events and help promote better understanding of social nudism.

Attracting young and diverse members: The AANR Youth and Diversity Advisory Committee (YDAC) has been a valuable PR Committee subcommittee. They contributed the Social Media Guidelines and many suggestions for attracting and reaching new members. Presently, we are moving to restructure the PR Committee to make YDAC a permanent committee and to assign oversight of social media and involvement with Meet & Greets. We believe each region should have a similar type of committee to assist their clubs and social media in offering information and activities that these demographics prefer.

AANR Weekly Report: AANR sends this weekly news brief to clubs, trustees and other officials. The information often has relevance for members but members have not had access to this. Beginning June 2022, the Weekly Report will be uploaded onto the Members' section of the AANR website. These will contain dates and special events, social media analytics and selected legal data. Hopefully, this new source of information will show AANR's impact on advocacy for its membership.

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

Submitted by Judy Turner

It was a pleasure to meet in person last January. We also were able to incorporate the virtual with our meeting to help include more attendees.

The Advocacy and Alliance KRA is working on trying to meet up with people. With things now reopened we are reaching out and trying to connect. We are presently trying to reach out to a contact with “World Naked Bike Ride”. We are also looking for other groups to reach out to.

BRAND KRA
Melody Bage, Shatora Thomas Team Leaders

Club Representative
Vacant – need volunteers

MEMBERSHIP/MARKETING
Combined with Public Relations, see below

PUBLIC RELATIONS
Submitted by Melody Bage

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

A. Impexium

- Large clubs initially found the system cumbersome
- Suggested links be alphabetized
- Discussed need to increase the CO training for Impexium via Zoom group meetings and/or video.
- AANR would like to see the Impexium manual completed, but advised to wait until the system finalized.
- As of March, club training has been going on daily, including some of the larger clubs like Lake Como.
- As of April there had been more than 60 training sessions.
- Clubs have trained with sometimes more than one certifying officer from a club. Currently, 31 of those clubs have used Impexium
- All associate members are using Impexium.
- Clubs have a deadline to join Impexium.

B. AANR Educational Foundation

- The AEF is supporting artists with grants and as an artist himself, Al was very enthusiastic of the success of raffles to raise money using donated pieces of art.
- The Foundation was moving beyond scholarships to fund other educational initiatives.
- Suggested abandoning scholarship from each region and just donating to AEF
- Suggested increasing amount of awards to fewer awardees.

C. Meet and Greet has a new name, “AANR Online”

- Initiative began March 3, 2022 and will meet every other Thursday
- Will enhance AANR’s image, engage members and hopefully increase membership
- An invitation posted on Naturist Hub
- Blurb on web and sending notice to all members
- Suggested that AANR leadership participate in these meetings
- Second Meet & Greet was another successful event, with 59 attendees assigned to various break out rooms

- More future topics identified, e.g., nudism and culture or religion. Sentiment was attendees want connection & community.
- Third Meet and Greet was highly successful: 86 participants with 10 breakout rooms.
- There were a few people who helped lead breakout rooms, but many more are still needed. The hope is that a leader can be found among attendees.
- One idea was to have breakout rooms by region and have each region's president available.
- In order to be able to communicate with the over 340 nudists that have asked to be included in these chats, a Google group was created to send announcements.
- One benefit of the Meet and Greets is members becoming more comfortable sharing that they are a nudist.
- Working on the perspective that nudism is normal, a non-sexual lifestyle.
- Until we get board approval for AANR branded merchandise, may be able to use Zazzle. Zazzle makes the items when the customer orders them, so there is no inventory to store. The only downside: items not inexpensive.

D. Website updates

- Rationale for posting articles on website is that they should be family friendly, make nudism more mainstream and of interest to the general public.
- Need to avoid articles that offer legal help.
- Professionals are still afraid to join AANR because of the nudity element. The more we normalize nudity the more mainstream it will become.
- A suggestion was made to put the Weekly Report on the Members' Section of the web site. It is felt that putting this on the web site could be good PR.
- Have interactive link on website, "Ask AANR." Publish the Q&A's of the month. Build Q&A database for future information and knowledge of what people often want to know.

E. Information regarding percentage of AANR income from clubs

- Clubs pay small amount to affiliate
- Clubs who add extra fee to member dues make profit. For this reason, direct automatic renewal may be unwelcome because it could eliminate profit.
- Clubs who are not 100% are receiving the same free advertising and other benefits as 100% clubs. Perhaps there should be a yearly surcharge (i.e., \$100) for non-100% clubs.

F. Special Interest Groups (SIGS)

- How to get leaders for topics identified
- Suggest starting with breakout rooms where a special interest will begin. Hopefully a leader will emerge from this interaction and morph into SIG.
- Need participation from some of AANR leadership, both for Meet & Greets and SIG formation. We believe that the participants would be very interested in meeting AANR officials as well as the candidates who are running for office.

G. Online Censorship

- PR chair received and shared with PR/M&M Committees letters from Evan and member, Thomas Barthel concerned and in disagreement with Twitter's decision to close Evan's and several other accounts.
- AANR will compose a note, with Evan's input, to Twitter general counsel

H. Follow up re AANR Events

- Need 'buy in' from regional presidents who should be reaching out to their clubs and communicating with their members; should be discussed at regional presidents meeting.
- Ask regional presidents about winter plans
- Regions should offer opportunities to new members/clubs about what is happening
- At the AANR NW Spring Board meeting a few ideas were discussed about going out into the community.
- Club events should invite outside vendors.
- Perhaps at trade shows we could join forces with companies that advertise using the Naked or Nude theme and advertise for each other.

Important issue to be followed up on is how regions can be informed of and welcome Direct Members and who can access these names and contact info.

FINANCE KRA
Sandra Cordell, Team Leader

I review the monthly QuickBooks reports provided by secretary/treasurer Mary Fleck. The budget was reviewed at the January meeting and no changes required. I prepared the 2021 Federal 990-EZ tax return, then reviewed and approved by President Bob Roach. The 990 was e-filed to the IRS.

In preparation of the June meeting, I am starting to work on the annual budget.

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.

GOVERNANCE KRA
Judy Turner, Team Leader

We were happy to have returned to our in person meeting in January and 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.

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Fleck

This year we are finally meeting together for our Annual Summer Meetings at our host club, White Tail Resort. Our Interim Board Meeting will be held at White Tail Resort January 28-30 2023 with travel days being January 26 & 29 and the 2023 Summer Meeting will be June 19-22 with travel days being 18 & 23.

INTERNAL ADMINISTRATION

Robert Roche

No written report

LEGISLATION

Submitted by Mary Fleck

There have not been any motions since we met in January for the Interim Board Meeting. There is one motion, see below, that will be presented at the Outboard meeting.

GOVERNMENT & LEGAL AFFAIRS

Robert Roche, Sandra Cordell

Bob - no written report

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

Charles Bliss

There are 3 Director's positions up for elections and there are 5 candidates running for the positions There is also one candidate running for Trustee.

LEGISLATION - MOTION

OUTBOARD MEETING

Proposal #1

Move to amend Procedure Manual section 5.03.00 a. to read as follows:

5.03.00 Delegate Procedures

- a. On or before the first of May each year the AANR-East will email send to each AANR-East club ~~three copies of~~ the form for certification of club delegate(s) to the Annual Meeting (see Appendix). If requested, the form will be sent to the club via standard mail.

PURPOSE: To simplify the process of sending the delegate certification form to our clubs plus the saving of postage, paper, envelopes and printer ink.

FISCAL IMPACT (if any): Approximately \$100

MAKER: Legislation Committee

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

We are planning on camp being in Georgia, at Serendipity Park. “Welcome back to JAANRville 20th Anniversary of AANR-East Youth Camp” is the planned theme with lime green shirts.

We are hoping camp attendance will continue to grow. We also have 2 new Nude “U” coming, both who have been longtime campers. We are concerned with Serendipity up for sale if it gets sold we lose it as site to hold camp. Brain is still trying to find other possible sites that can host the camp.

Submitted by Mary Fleck

I am happy to report that we will again have a youth camp this year! The theme will be “Welcome back to JAANRville’s 20th Anniversary of the AANR-East Youth Leadership Camp” with nudles on the t-shirt saying “No Shoes, No Shirts, NO PROBLEM”.

EDUCATIONAL GRANTS

Submitted by Mary Fleck

There has been a submission for the Grant this year. As of this writing, the committee is looking over the paperwork submitted and will make a decision by the start of the Summer Meetings.

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.
- 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

TWITTER/FACEBOOK

Submitted by Gloria Waryas

Evan Nix has been gracious enough to take over our Twitter account. He has been posting daily, and the engagement has been good. In the last 28 days, as of 4/27/2022, we've seen 57,800 tweet impressions (how many people visited our tweets on their timeline).

We have also had 15,300 profile visits. We've been mentioned 218 times (usually by other AANR regions account tweets.)

New follower growth has been slow but steady, with 18,215 followers. Unfortunately, we have not been able to find anyone for our FaceBook. Evan stated that he might be able to extend more to FaceBook where applicable. Still, we need a volunteer who can keep up with our FaceBook because Evan does not tend to use that platform. He also has enough to do with his own personal life. I'm grateful for the hours he has given us, and I hope he continues on.

WEBSITE

Submitted by Gloria Waryas

Once again, the website is still a work in progress. The Directors are reviewing it as of this report, and I'm hoping that we will have a new website within a couple of months.

ROVING AMBASSADORS

We currently do not have any roving ambassadors. A motion was presented last year during the Outboard meeting to provide all of the required/needed information.