

PRESIDENT'S REPORT

Robert Roche

Our AANR-East Summer Meeting was held at White Tail Resort on June 20-23, 2022. Due to the work and travel constraints of a number of our Directors, it was necessary to hold all business meetings beginning in the early evening. The upside was that this gave AANR-East and AANR Officers time to meet with many of White Tail's members around the pool during the day. This was a great opportunity to share dialogue regarding the purpose, vision and goals of our organization. As has become the norm, with licenses previously purchased and directors and officers well versed in the use of Zoom, the agenda and links were published and the process ran very smoothly.

On Monday evening, June 20th, there was a brief business session followed by our traditional AANR-East Wine and Cheese social held for all attendees of the summer meeting as well as members of the host resort.

The Outboard meeting was called to order on the evening of June 21st. Due to rearranging the time for the meeting, a quorum was present. Old business included the discussion of the proper process for removal of AANR clubs who do not have required numbers. All business was dispensed with efficiently and the following morning the delegates were registered and validated in preparation for the Regional Assembly.

Zoom once again resulted in good attendance at the Regional Assembly held 1:00-4:00 p.m. on Wednesday, June 22nd. AANR President, Kathy Watzel, spoke regarding major events and activities of AANR this year. There was discussion regarding a photo bank which can be made available to all regions and clubs for use in their publications. Erich Schuttauf shared information via a PowerPoint handout regarding current training status on Impexium, WINR, as well as the new male brochure. He also shared information regarding upcoming legislation in North Carolina and the manner in which AANR will be representing the interests of nudists. Erich also provided a comparison of AANR memberships over the last three quarters and noted that the April figures would be forthcoming. Ronna Krozy, Regional Trustee, shared information from the Public Relations committee, including the encouraging participation in the online "Meet and Greet".

All of the motions posted for the meeting passed unanimously. The reports, all of which have been posted on the AANR-East website, were reviewed. An announcement was made that the 2023 Mid-Winter Meeting will be held at White Tail Resort on January 28-30. The 2022 Bill Falconer Award for the largest percentage increase of new AANR members was awarded to the Maryland Area Naturist Association. The 2022 Ellie Mae Falconer Award for the largest increase in new AANR members was awarded to the Black Naturists Association.

Since our Summer 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.

White Tail Resort donated a one-week stay for the GAT Challenge to raise funds for the AANR Government Affairs Program. The challenge publicized the opportunity to win a free week in a park model with all the amenities of the resort available to the winner.

AANR ran a full-page ad for 12 months in the Bulletin and White Tail ran the ad in their weekly newsletter throughout the year. The campaign ad detailed the prize, the process and the opportunity to receive one chance to win for each \$5.00 donation. The drawing was held the last week of November. The winner of the weekend stay here at White Tail was a gentleman from Springfield, Virginia. We are looking forward to hosting him. This effort raised a total of \$2,820.00 for the Government Affairs Program.

White Tail Resort also donated a painting to be auctioned with proceeds going to the AANR Education foundation. I continue to attend the AANR Public Relations Zoom meetings, as time allows, to keep up with what is being done at the national level that can serve as guidance for our region.

Also during this period a new and improved website for AANR East was launched at no cost to us compliments of Bob Roche.

VICE PRESIDENT'S REPORT

Melody Bage

Directly following the AANR-East Summer Meeting held in June 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. Director Charlie Bliss has agreed to serve on this committee going forward. 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 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 \$450 in pledges from the Single Malt Scotch event that we had held after Regional Assembly June 22nd. As of this writing, I have received all of the funds that were pledged

REGIONAL TRUSTEE REPORT

Sandra Cordell

Well, this is my first report as the AANR-East Trustee since I was installed in August at the AANR Convention at Suwannee Valley Resort in Florida. It has been an interesting ride so far. As a former AANR-East Director, I participated in the monthly meetings and semi-annual board meetings dealing with issues that pertain specifically to the Eastern region, which most turns out to be the same issues as the rest of the regions in AANR. It was interesting meeting the other 6 regional trustees and discussing various topics and issues with them.

One of the most active committees is the Membership Marketing/Public Relations. Their latest endeavor is the AANR Online Meet & Greet. These meetings take place the 1st and 3rd Thursday evenings of each month. Breakout rooms offer various topics for discussion, such as writing, music, photography, science, nudism, nudist culture and just plain chatting with others on any topic that may come up, and you can make suggestions as to other types of breakout rooms that you may be interested in. I was online along with over 150 others, both AANR members and non-members. I have to say it was interesting to chat with others about whatever came up in discussions. If you are interested in joining in, please send an email to sigs@aanr.com to be put on the automatic invitation list. The email will direct you to the zoom meeting and then you can see what is going on all over the nudist world (actually throughout the US and even from Sri Lanka, Thailand and Jamaica). It's a bunch of people wanting to chat with others in the nudism world who have the same interests in common with others. It was fun and I plan on attending more Meet & Greets. As an important note, the Meet & Greets seem to be attracting many direct members and those not affiliated with a club. A strong suggestion from the perspective of PR and Marketing is that clubs undertake the same efforts to reach out to their members to keep them connected and help with retention.

Another topic discussed was the Impexium membership management system which is replacing the old membership system. We hope that all clubs will get the training and use the new system which is greatly improved from the initial release. This will assist clubs and direct members with membership renewals and direct contact with AANR.

I look forward to attending the Eastern regional board meeting on Jan 27-29, 2023 at White Tail Resort in VA and the AANR board meeting at Lake Como, FL on Feb 3-4, 2023.

CLUBS and MEMBERS: There is a big concern with the number of clubs that are closing due to owner retirement, lack of AANR membership, or turning to textile. We should all be concerned that membership is dwindling as we have strength in numbers to keep our nudists rights. We insure our home, we insure our vehicles, we insure our life, we need to insure our right to be nudists by keeping our membership healthy by promoting AANR membership within our Clubs. Within AANR-East, the Board has been given names of Clubs to contact to become the liaisons to AANR-East. This will hopefully give the Clubs a feeling of being connected and keep an open line between AANR East and the Clubs, and make the Clubs feel like they are important to us. By keeping in contact with the clubs, we will have up-to-date information about each club which is vital when we need to contact them.

The AANR-East website is continuously being updated. We are looking for new positive articles all the time. So if you have something you would like to share, please let us know.

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

Submitted by Shaun Card

It was a pleasure to have June's meeting moved to evening. Board members were able to soak up the sun while visiting and talking with members. We have kept the virtual aspect with our meeting to help include more attendees.

The Advocacy and Alliance KRA is working on outreach to "like minded" groups. Non-AANR nudist social groups, social media groups, and people are the main target.

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

A. Impexium

- Eric is compiling figures on the number of clubs currently using Impexium.

B. Meet and Greet Online Meetings

- There are now about 1400 people who have signed up for the M&Gs and recent sessions have been attended by well over 100 people.
- One of the most common and complained about issues is the treatment of single men along with the question of why AANR allows clubs to discriminate when it goes against AANR's stated philosophy.

C. Website updates

- Donation links for GAT and AEF on website to be updated because they are currently a bit cumbersome.
- Issue raised that cost of membership has not been published on the website. Concern voiced that regions charge different prices. However, price is consistent for Direct Members. For members who make inquiry and plan to join through a club, need to add a note to contact region or club.
- Consideration being given to the use of Qualtrics which is an analytics service used by large well-known companies. The company could provide a one-year license to survey up to 1000 individuals from selected demographics regarding topics such as awareness, perception and acceptance of Social Nudism. It is hoped this service would help us direct our resources (i.e., time, energy and money).
- There has been a suggestion from Interim Board Meeting to place on the website a "members only" section a calendar of all meetings taking place regionally and connection info, as available.

D. Social Media Subcommittee

- Social Media Guidelines were updated.
- Need to connect the regions since a mechanism is now in place, but regional reps need to participate.

E. Miscellaneous Topics

- A chart has been created showing the changes in club membership, noting that a decline was observed prior to COVID. Discussed need for clubs to actively advertise for AANR and to stimulate becoming 100% clubs.

- There is a need for a new, creative brochure spelling out what AANR does and the importance of AANR's advocacy efforts. Emphasis should be placed on the safety and security of AANR clubs.
- Reaching out with direct calls to over 6200 members has been deemed a valuable method to retain/renew members. Some feedback indicates that offering discounts does not seem to be effective. Clubs should be reaching out to their members, as well especially if their numbers are dropping.

FINANCE KRA
Sandra Cordell, Team Leader

I review the monthly QuickBook reports provided by Secretary/Treasurer Mary Fleck and discuss with President Bob Roche on any concerns. The budget will be reviewed at the January meeting and add any changes if necessary.

GOVERNANCE KRA

Judy Turner, Team Leader

The change in the meeting this summer was a great success. The Board was able to lounge around the pool and mingle with members. The evening meetings were able to run fast and efficiently.

I have checked in with different team leaders. The concerns will be discussed in the correct forums.

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Fleck

The 2023 Interim Board Meeting will be held at White Tail Park in Ivor, Virginia as well as being available via ZOOM. The dates are January 27, 28 and until noon on the 29 if necessary. The travel days for officials are January 26 and 29. Login information is available on the schedule. Our Summer Meeting will be held at White Tail Resort, June 19-22, 2023 with travel days for officials being June 18 and 23.

INTERNAL ADMINISTRATION

Submitted by Robert Roche

During this past six months there were two IA's. The first was settled amicably between the complaint and AANR-East. The second IA was dismissed due to insufficient evidence.

LEGISLATION

Submitted by Mary Fleck

There was one motion that the Board had considered since our Annual Summer Meetings.

1. To fill a vacancy on the Board when Director Cordell was elected as the regional trustee. Paul Wernersbach will fill the vacancy until the term expires in 2024.

There will be 2 motions that the Board will consider at the Interim Meeting next month.

1. Move to replace the word "associate and/or associates" anywhere they appear in the AANR-East Ruling Documents, including the Articles of Incorporation, Bylaws, Procedure Manual and the Appendix, and replace it with Direct and/or Directs.

PURPOSE: Housekeeping - to comply with the change that the AANR membership had voted on and approved in at the AANR 2022 ballot.

FISCAL IMPACT (if any): N/A

2. Move to amend the section 9.04.01 to the Procedure Manual as follows:
9.04.01 All requests for reimbursements shall be sent to the AANR-East Office within 90 of the event that the reimbursement request is for unless the event occurs in December in which case it must be in the AANR-East Office no later than December 31st of the current year. ~~by December 15 of the fiscal year in which the expense occurred (except for any expenses incurred between December 1 and 31 of that year)~~

PURPOSE: To set a reasonable time limit for reimbursement requests that does exceed the 90-day limit or extend into the following fiscal year.

FISCAL IMPACT (if any): N/A

GOVERNMENT & LEGAL AFFAIRS

Robert Roche & Paul Wernersbach

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

There are three directors whose terms expire in 2023 They Are: Charles Bliss, Judith Turner, and Shatora Thomas.

I have contacted these people and only one has stated they are running for re-election. I have heard from one other who says they are thinking about it.

I would like an email sent out to AANR-East members stating that there are open positions.

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 had camp in Georgia, at Serendipity. “Welcome back to JAANRville 20th Anniversary of AANR-East Youth Camp” was the theme with lime green shirts.

We had many challenges this year at camp. We had a skeleton crew for adult staff. Our storage trailer also had leaked since last year and the inside of the trailer had molded the supplies. Thankfully Brain emptied the trailer and we were able to go through the items and salvage what we could as well as clean the inside of the trailer with vinegar.. He also went on top of the trailer and sealed up the leak.

We also found out at the end of camp that some of the staff and campers had Covid. We were able to contact the parents and make them all aware of the exposure.

We are hoping camp attendance will continue to grow. We also had 1 new Nude “U” who has been a longtime camper. We are still concerned with Serendipity up for sale and 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.

EDUCATIONAL GRANTS

We did have one young lady that had been granted \$1500. As of this writing I have received the sign agreement.

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

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 Mary Fleck

As all of you know our website has been in need of updating for a long time so we had contracted with Smelly Cat Productions. They had created a new website for us but we have returned to our previous webmaster to manage the daily additions/amendments/corrections.

I am just the go between for the website, so if anyone has any suggestions or corrections for the website, please send them to secretarytreasurer@aanr-east.com and they will be discussed with President Roche before we proceed.

SOCIAL MEDIA

FACEBOOK, Submitted by Charles Bliss

If you perform a Google search for AANR-East Facebook, you get two main responses. Gloria Waryas AANR-East and AANR-East. The Gloria page is a personal profile, and the AANR-East is a business or organization page.

The credentials that Gloria gave to us is for her personal profile. We can't get into the AANR-East page using these credentials. That means neither Shaun or I can post. A search shows 3 people managing the page. It doesn't say who, other than they are in the USA. Whoever is the administrator for the larger page is going to have to give myself and Shaun administrative rights to post on the page. I have no idea who that would be. Ideally, several people should have administrative rights to provide for a line of succession when key people change, I would say the president, secretary and anybody else who is updating the page. It appears as though the last post on the page was in May of 2021.

Twitter, Submitted by Evan Nix

Things with the Twitter account are going fine, though somewhat uneventful lately. I have very few specific interactions or metrics for engagement to share at this time. The account has a good following—one of the strongest AANR regional accounts—with 18,000 followers.

I'm working on trying to post more original content, as now most of our posts are retweets of AANR or other regions. I am struggling with the East social media accounts because I am not a member of the Eastern region and have very little information or input with regards to club or regional news, so content has been sparse. Unfortunately, I haven't even posted to Facebook. However, I'm happy to say I'm working with the AANR Social Media Subcommittee and the AANR PR committee on the content side, so I'm hopeful that with some coordination with the committee, the post quantity will increase in the near future.

ROVING AMBASSADORS

We currently do not have Roving Ambassadors.

CLUB LIAISONS

Submitted by Mary Fleck

We have a list of six groups that have been assigned AANR-East clubs to contact at least every other month to provide them with updates and information regarding AANR-East. They also have been requested to confirm that the information that we have is current regarding their address, phone number, email address, etc.

To date the office has not received many responses on their progress from our liaisons.