

PRESIDENT'S REPORT

Robert Roche

Our Winter Board Meeting was held at White Tail Resort with all Officers, the majority of Directors, our Regional Trustee and our Secretary meeting in-person. The group was focused, open to new ideas, and welcoming to the new leaders. We were joined by members from across the region. Some were present at White Tail, while others were able to use Zoom to participate.

During the Friday sessions, KRA committees worked on their projects. 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. It was suggested that a survey might be a way of getting to this information.

On Saturday morning, the legislation that needed attention was very straightforward. The remainder of the meeting consisted of a full discussion of the 2023 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.

We called the 2023 AANR-East Interim Board Meeting to order at 1:08 P.M. on Saturday, January 28th. Secretary Fleck made the roll call. Present for the meeting were the President, Vice-President, Secretary/Treasurer, five Directors, and our Regional Trustee.

At the onset of the meeting, I formally installed Shaun Card as a Director of AANR-East.. We were also pleased to welcome Barry Talmage, former AANR-East Director as well as many other positions.

All written reports had been posted on the AANR-EAST Website prior to the meeting. The President, Vic-President and Secretary stood on their reports with a reminder from our secretary to complete and submit vouchers in a timely manner.

Our Regional Trustee provided a written report. Governance Team Leader, GAT Team Leader and our IA Team Leader all stood on their reports. Nominations Team member, Advocacy and Alliance Team Leaders, Brand Team Leaders, Finance, Membership, Linkage and Liaison Team Leaders all stood on their reports.

Mary announced that we will meet in-person at the Summer Meeting that will be held at White Tail Resort June 19-22 with travel days being the 18th and 23rd. Our 2024 Interim Meeting will also

be at White Tail Resort since we did not get any hosting submissions January 26-28 with travel days being the 25th and 28th. ZOOM will also be available to those that cannot attend.

Melody discussed the development of a 10-question survey to be sent out via email blast to members of AANR-East. The product used to create the tool will be Survey Monkey. A subscription to their service was purchased and a short 10 question survey was developed. Plans were made to ask AANR to blast the email for us since they have the database containing the necessary email addresses.

Sandra provided copies of the budget which she presented line by line with discussion of all revenue and expenditure lines. During the meeting, a motion was made and passed for acceptance of the 2023 Budget.

Mary thanked everyone on the **Liaison** committee for their work in contacting their respective clubs. She realizes that it is difficult in the winter months since most of our clubs are closed for the season. She stressed that contact should be made as soon as possible since we will be emailing the Delegate Credential forms this year rather than snail mailing them. Mary will get a list of topics to discuss with the club contacts and send it out to the liaisons.

Judy spoke regarding the Youth Camp and plans for the summer of 2023. Committee.

We had a presentation by Albert Gilewicz regarding the Nude Bike Ride that the Board approved a \$100 sponsorship. We also had a presentation by Richard Bonn regarding Social Media through the use of a video. Several Board members volunteered to help with that project.

We sponsored a Meet & Greet Social with everyone being welcomed to attend. Following the social, there was a DJ Dance. We also announced that the volleyball tournament will be held the weekend before Memorial Day in May at White Tail Resort.

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

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 the Branding committee of AANR. Reports from both areas are provided in detail in other sections of this report.

I also served as an AANR Hall of Fame committee member to assist in the selection of the 2022 recipients.

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 2023 Delegate Credential forms have been emailed and 2 were mailed to our contract clubs for the AANR-East Regional Assembly which will be held in person and via ZOOM Wednesday, June 21, 2023. 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 website. 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 five 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 2023 Annual Summer Meeting.

Last but not least, I want to thank the AANR-East Officers and Board of Directors for allowing me to serve the association for 22 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 REGIONAL TRUSTEE REPORT
Sandra Cordell

I attended the mid-winter meeting of AANR-East at Whitetail Resort in Ivor, VA in January 2023. It was a good meeting with emphasis on how to get more clubs active within AANR and what we can do to assist the clubs with anything that may be issues for them and their AANR members. Emphasis on contacting the clubs was discussed.

Public Relations are concentrating on presence in Facebook, Twitter and other social medias.

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. Zoom meetings will continue, which allows members who can't travel to still participate in the meetings.

I attended the mid-winter meeting at Lake Como in Fl in February 2023. It was a productive meeting. Our President Mitch is getting into the swing of the position.

One of the most active committees is the Membership Marketing/Public Relations. The committee has been very busy with a lot of positive ideas going forward. The AANR Online Meet & Greet meetings are still going strong and have a very positive review by those involved. It takes place the 1st and 3rd Thursday evenings of each month. The 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 a few times along with over 250 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.

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. It is hoped that in 2023, all clubs will be online with Impexium, and they will be able to discontinue the old membership system.

NEW CLUB: I had the opportunity to travel to East Stroudsburg, PA to meet Steve, the owner of Camp Out Poconos and Christopher, the manager. I did a site visit with them and am happy to hear that they were accepted as a new AANR-East club. Camp Out Poconos has very nice facilities, overlooking a valley with a beautiful view. They have 3 future expansion phases of improvements and all the staff and members that I met were very welcoming. Congratulations to Camp Out Poconos.

I look forward to attending the Eastern regional board meeting on June 19-22, 2023 at Whitetail Resort in VA and the AANR board meeting at Solair Recreation League, Woodstock, CT on August 7-14, 2023.

GOVERNANCE KRA

Judy Turner, Team Leader

I have checked in with the different team leaders and the concerns will be discussed in the correct forums. Hoping the change in the summer meeting will continue to allow us to mingle with members and quest and allow the board to be more visible. As well the evening meetings being able to be fast and efficient.

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Fleck

This year we are again 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 26-28, 2024, with travel days being January 28 & 28 and the 2024 Summer Meeting will be June 17-20 with travel days being 16 & 21.

INTERNAL ADMINISTRATION

Robert Roche

No complaints have been received. Two clubs within the AANR-East region made an application to become AANR clubs. Only one of the two was accepted.

LEGISLATION

Submitted by Mary Fleck

There was one motion that the Board had considered since our Interim Board Meeting.

1. To fill a vacancy on the Board when Director Hogue resigned. Albert Gilewicz will fill the vacancy until the term expires in 2024.

Currently there are no motions that will be presented at none of the 3 meetings.

GOVERNMENT & LEGAL AFFAIRS

Robert Roche

Bob - no written report

Paul Wernersbach

As a Newbie to the Board, I've found, I learn more with my two ears than the one mouth, that God gave us. My intent in getting involved with AANR at this level is to open more potential venues, plus introduce more people to (join AANR) and be able to enjoy the amazing freedom and exhilarating experience of social nudity.

Without negating AANRs approach, what seems to be at the moment, the emphasis on the "nudist club" approach, I've found most people just don't immediately 'join a club' until they themselves are comfortable with the basic principles of a 'club'. To expand the membership and political clout of AANR, there must be more localized opportunities for people to explore Naturism to determine if it's for them to be prepared for the inevitable backlash from friends and relatives to disburse the pretentious preconceived most often negative notion of Naturists.

I have been in communication with Erich Schuttauf at AANR and he provided me several research avenues and sources to begin a program (with obvious review and approval of the GAT committee) to:

- 1) Send letters (templet approved) to local politicians to evaluate and approve some portions of public parks and beaches for Clothing Optional and All Nude area's, as well as allow private locations (motels, hotels, clubs and properties) within certain zones permitted as well.
- 2) I would like to arrange a sponsored 'local' clothed, 'Meet & Greet' of existing AANR members within my 2-county area of Long Island, which together has a population of almost 3 million persons with hundreds of miles of beaches that currently are mostly restricted. The gathering would be not only be to network with likeminded others but determine what interest others might have to broaden the venues as well as what they expect from their AANR membership. The event could be held mid-week, early evening, at a restaurant with a private room. The invitations would come as an email from AANR current roster roll in these two counties.
- 3) Investigate any interest from the private sector, to allow Clothing Optional & All Nude sections of their facilities, periodically used as an approved venue.

NOMINATIONS

Charles Bliss

There are three positions open on the AANR-East board. As this is being written, the online election is ongoing.

There are five individuals running for the three open positions. They are:

Leonard "Leo" Blake

William Cummings

Judith Turner

Earl Bock

Charlie Bliss

ADVOCACY AND ALLIANCES KRA
Judy Turner, Shaun Card, Albert Gilewicz Team Leaders

Submitted by Judy Turner

We have joined in the opportunity to help support the 2023 Buffalo World Naked Bike Ride.

Since the mid-winter AANR meeting at Lake Como, opportunities have presented themselves for exploration by the AANR community. First among these has been the affiliating with the 2023 Buffalo World Naked Bike Ride scheduled for July 22nd. This joint collaboration between five AANR organizations (Kissimmee office, East Region, Education Foundation, Black Naturists Association and Niagara Naturists) provides the ability to reach out to a younger nude friendly community of cyclists and participate in a social activity at the ride after party. More details will be posted at AANR web sites and sent to clubs during May and June. So mark your calendar and plan to ride in Buffalo.

The second was a chance meeting with a fellow naturist from Long Island while Al was staying at Cypress Cove. The individual was bemoaning the loss of a naturist beach on Long Island and need for some type of effort to restore use of a long-standing nudist beach. While volunteering to scan documents at the ANRL, he came across, by chance, newsletters and articles about this very same beach. After sharing this information with him, he started to look at similar locations where at a whim the ability to enjoy nature naturally could be taken away on a whim. Al noticing that along the south shore of Lake Erie, there is not a single, legally designated nudist beach!

We need to explore the ability to reclaim what was previously a designated area and/or obtain formal legal ability to practice naturism in these locations. As well as locations that are not formally designated as naturist/nudist sites. (Of specific note would be the Long Island Beach, Skinny Dip Falls in Westfield, NY, and Buttermilk/Potter's Falls in Ithaca, NY and other areas) Better to be proactive than reactive in securing these rights.

BRAND KRA
Melody Bage, Shatora Thomas, Al Gilewicz Team Leaders

Club Representative

See Club Liaisons under the Linkage report.

MEMBERSHIP/MARKETING

Submitted by Melody Bage

During the January 2023 Midwinter Board Meeting we decided that it would be advantageous to launch a survey to get a better understanding of how we might better market AANR-East. We decided that the first step would be to get to know a bit more about our membership. To date, we have received 403 completed surveys. Results will be shared by Melody Bage, Vice-President, during a presentation at our upcoming meeting.

PUBLIC RELATIONS

Submitted by Charles Bliss

The AANR public relations committee and the membership marketing committees decided to meet jointly since many of the subjects and problems are similar.

I was asked by Karen Lahey, leader of the Membership/marketing committee, to join that committee and attend their meetings. It was not my intention to replace anybody from AANR East on that committee.

The committees meet once each month VIA Zoom. Since I was not aware that a report was due from this committee until early last week, I will apologize for it being late.

I have decided that the best way to keep the AANR -East board informed about the actions of the committee is to forward the monthly meeting minutes to each AANR-East board member in the future. For now, since I wasn't a member of the committee for the entire years, my report will be a summary of the minutes of that committee.

April 2023

Agenda:

1. Social Media Subcommittee (SMS) (Timothy & Lee)
 - a. Social Media Awards document was approved to go forward to the Board as a proposal
 - b. WINR WOW project by Andee has been very successful; another project is in the works on to create other campaigns,
 - c. Discussed need for reconfiguring outreach so that all regions are visibly represented and demonstrate consistency in branding; Mark is working on Western Canada social media presence
 - d. Charlie's FB page URL issue resolving; Sean is administrator; Jeff will assist.

2. AANR national or regional news (regional reps)
 - a. Cindi: CA Parks & Recreation event has changed, not getting return value as before
 - b. Linda: new Haiku contest already had 21 entries
 - c. Karen: NW board meeting hosted by non-landed club; new convention contract created and hosting club will receive \$2500.
 - d. Rick: SW putting together new PR material; need to "defend selves with good PR." Ronna forwarded *Ethical Naturist Manifesto* for reference.

e. West: Discussion of Tim Mullin's article on diversity,

3. Meet & Greet Update (Karen & Walt)

- a. Moderators Guide update sent to Moderators
- b. Currently 1900 people have signed on
- c. Discussed need to monitor women's and young adult chatrooms so that attendees are part of those groups and can respect and share relevant issues among themselves.
- d. Suggested that Erich offer 5" advocacy info prior to going to chatrooms so that attendees are aware of the general issues that AANR consistently addresses, especially GAT
- e. Suggested showing a poster of themes of chatrooms

5. Membership status (Karen)

- a. Karen noted that 12% member loss since pandemic is from clubs, 2.7% directs. New memberships by Directs continue to surpass Club memberships.
- b. Erich noted that fluctuations in reported numbers is a result of the 2 mo. window for rejoining.
- c. Walt: Are we tracking retention closely?
- d. Erich: 2-3 years is critical period. If we can get multiple year sign-ups, Directs can save on the \$15/yr admin fee. Also, members encouraged to join through a club to save admin fee.
- e.. Karen: Gary started documenting regional statistics but did not receive remaining data needed for a region by region analysis
- f. Bob: In non-100% clubs, person pays club, club pays AANR but CO may not send money in a timely way.
- g. Karen: Suggests auto-renewal for club members; Richard: make ability to cancel auto-renewable visible.
- h. Erich: if time lapses for renewal, letter sent to direct members; may need to be better flagged. Walt: are we notifying clubs if not receiving renewals?

6. Social Media/Website (Tabled)

7. Impexium update

- a. Charlie: Reviewing memberships, noticed issues and called office to resolve
- b. Erich: Memberships sorted by expiration date and email put next to record
- c. Erich: all but 45 clubs have had trainings; among the 45, 20 will probably never change to Impexium.

8. Additional/miscellaneous

- a. Feedback regarding Tim's article
 1. Possible political overtones suggest using it as a case study. Timothy and Evan should receive all responses.
 2. AANR should present itself as a collective voice.
 3. Cyndi: reinforced the need for a process
 4. Walt made reference to a Communications Office where communication input and output are processed. This supports the suggestion that the Social Media Subcommittee have a role in ascertaining that all AANR communications follow the Social Media Guidelines and demonstrate brand consistency throughout all of the regions.
- b. Legal issues are becoming more complex regarding nudity and bills are becoming more blurred than ever. These include banning books with nudity; calling nude works of art pornography; blending nudity, alcohol and children, considering certain impersonators harmful to children, etc. These issues can cross over with implications for wholesome social nudism . Lawmakers use words to make headlines so that more than ever that we need to explain and define AANR's mission and standards.

9. Next meeting: Monday, May 15, 2023 @ 8PM EDT

A Naturist Manifesto
Reprinted from The Ethical Naturist Blog by Thomas Barthel
 Educating, encouraging and inspiring readers
 to embrace Naturism as a life philosophy

An Ethical Naturist is a nudist who appreciates the beauty and benefits of Nature and whose nudism is guided by a moral consciousness that incorporates some or all of the following principles and values:

That the human body is intrinsically good and graceful, a miraculous gift for life and living that is worthy of care and celebration.

That social activity free of clothes and outside in Nature (especially when combined with healthful exercise and diet) promotes a healthy mind in a healthy body imbued with a bright spirit.

That personal honesty and authenticity grow from nothing being hidden and guide Naturists to treat others in an open, friendly and respectful manner.

That shedding one's clothes is a way to shed one's cares and experience serenity and peace while breaking from the fast pace and complexity of modern life.

That the sensations of sun, air and water on the whole body are simply pleasing and best enjoyed without clothes.

That to walk forests, fields and shorelines in a pure, naked state awakens one's connectedness to all creation and fosters a reverence and love for Nature.

That being clothes-free allows one to tap into the innocent joy of being naked that one experienced as a child.

That stripping away the class and power distinctions of clothes is leveling and opens egalitarian interactions and friendships that otherwise would not take place.

That shared nudity improves body self-image and the acceptance of physical diversity in others. By revealing the full range of body types, the flaws and imperfections of all bodies become commonplace, and bodily nonchalance supersedes bodily self-consciousness.

That nudity is not, in and of itself, an expression of sexual desire, interest or consent. The conflation of nudity with sex is a manifestation of ill-conceived social conditioning, and the fallacy of it is revealed and broken by Naturist culture.

That modesty is a state of mind not a state of dress. Without the concealment of "forbidden fruits" to feed prurient imagination, nudity becomes normatively de-sexualized, and modesty becomes a function of attitude and behavior, not the cloaking of body parts.

That Naturism reforms both male and female culture to a respectful balance. The well-mannered conduct and gender equity of a Naturist setting can seem radical initially, particularly to an undressed female, but it is natural and becomes mundanely normal once acclimated.

That a sense of freedom, from judgement, shame and the conformist demands of society, is experienced when one is clothes-free. Shedding the symbolic identity and public persona of one's clothing is liberating and helps one to recognize and reclaim their authentic self.

That Naturism provides a healthy alternative to media-driven consumer culture. It offers a respite from inherently sinful corporate interests that sexualize the body and promote extreme beauty-ideals to induce desire, shame, and body dissatisfaction for a profit.

That the highest standards of good and virtuous conduct are essential to form a trusting and comfortable environment for the practice of Naturism. Respect for person and privacy are paramount and must be self-evident to all and without question.

That it is affirming to be in community with like-minded individuals that share the Naturist ethos and take joy in its practice. As a minority in society, the collective reinforcement is comforting and gratifying.

All in all, despite popular misunderstanding and taboo, the experience one has as an Ethical Naturist seems closer to the way the world should be than the way it is. Though not utopian by any means, well-managed Naturist settings offer an experience of moral community, free from the negative effects of clothes. The many testimonies of Naturists speaking of joy, peace, freedom and friendliness make evident that this practice is fundamentally good and beneficial to the human condition. To some, this truth is obvious. To others, it can be learned. To many though, it is stubbornly incomprehensible. Ultimately, Naturism must be experienced to be understood, and those that confront and move through their prejudices and fears often undergo a personal transformation that is quite positive and, in some cases, profound.

PUBLIC RELATIONS/MEMBERSHIP MARKETING JOINT COMMITTEE REPORT

March 20, 2023; 8 PM (EDT)

Public Relations (PR)

Ronna Krozy

Bob Dixon

David Skaggs

David Berry

Evan Nix

Jay Summers

John Waldron

Karen Lahey

Lee Vaughn

Mark Amyotte

Mark Sprong

Maryanne Rettig

Rick Turrentine

Stephanie Brown

Timothy Sargent

Membership Marketing (M&M)

Karen Lahey

Andee Rogers

Arlette Lowery

BG Parkes

Charlie Bliss

Gary Mussell

George Oberle

Gloria Waryas

Linda Weber

Margie Cantlon

Richard Dewey

Ronna Krozy

Ted Peck

Walt Stephens

Invited Officials and Staff

Amy Rollins

Bob Roche

Cyndi Tendick

Donna Jennings

Erich Schuttauf

Jeff Baldassarre

Judy Mason

Kathy Watzel

Lucy Heide

Mark Huenison

Mitch London

Ralph Collinson

Richard Quigley

Tim Mullins

Note: Attendees bolded

Agenda:

1. Social Media Subcommittee (SMS) (Timothy & Lee)
 - a. Agenda & minutes have been sent to the committee for reference and questions
 - b. AANR Negative Press
 1. Guide has been updated and disseminated
 2. Stephane Deschenes of Bare Oaks has had Twitter account and Nudist Podcast shut down. Linda noted that there was a picture of a family at the ocean from a distance but it *implied nudity*. Erich has reached out with certified letter to defend and educate regarding our wholesome way of life. It seems

confusing that highly pornographic material is allowed while depicting healthy activities without clothing gets banned. Perhaps a letter needs to get directly to Elon Musk.

3. Suggested office send press releases on censorship which contrasts clean nudism with intentionally salacious content.

4. Timothy suggests AANR's actions be posted so that we can get the public on our side.

c. Media Awards

1. Social Media award and Nudist Influencer award: purpose, criteria for eligibility and scoring method currently in process.

d. Amazon Smile no longer supporting AEF or other small charities

1. Andee had noted that this has caused a loss of revenue to the Educational Foundation

2. Suggested Jeff mention this on the website along with the need to identify other sources of donations

3. Jeff noted that employees have been laid off and so they were cutting down to only include large known organizations.

e. Still seeking regional volunteers and developing skills and experience tool for SMS recruits

2. AANR national or regional news (regional reps)

a. Rick: SW running series at Star Ranch, Wildwood, Oak Lake Trails; 2 in Fall; brings in many 'newbies.'

b. Rick also mentioned Lucy Heide, SW President, would like more detailed set of standards regarding what the region stands for. Referred to past National Nudist Council document in 1960 Sunshine and Health that she would like incorporated into regional documents. Discussion of copyright...Erich mentioned rephrasing; Ronna suggested citing reference from which info gleaned.

c. MW AANR meeting March 23, 2023

d. East: Bob mentioned the survey done and Charlie added that a high number of respondents mentioned the meet and greets and social media as effective in their discovering nudism.

e. The western region is running a haiku contest in April as a way of attracting more individuals from the Asian population. Noted: there will be a board meeting on March 23, 2023. Cyndi mentioned being an attendee at the California Parks and Recreation four-day conference.

David mentioned the Florida beach damage forced nudists and textiles to come in their use of Lot 7.

There is hope that the nudists can get eventually to the end of the road. Boardwalk needs repair.

f. Karen reported that Sun Meadow in Idaho is again for sale. It would be wonderful if there were a way for investors to restore this club (as well as others) back to its nudist purpose. The problem of private owners aging out and selling to non-nudist owners has been discussed in the past and remains a major concern for the organization.

3. Meet & Greet Update

a. Karen noted that the next M&G meeting would be the one-year anniversary of this initiative.

b. Ronna announces that sent 3 people documents on how to start a travel (non-landed) club

c. Cyndi noted that the YA group and WINR group need to be moderated. If someone is asked to leave, there needs to be a rationale. Moderators also need to contact one of the main leaders if there is an issue. Richard noted that he would update the moderator guide. Linda believes that an authorized moderator can automatically remove a person from a breakout room without eliminating them from main room.

4. Communication between board and office.

PR Committee concerns itself with "...all media for internal and external education.", requiring established ways to facilitate communication between the board and the office staff. For example, it is important to know who chairs our various committees so that these individuals will be involved with activities that fall under their charge. In the past, an online program about women was presented without any input from the AANR WINR Committee, causing some hurt feelings. Recently however a process is being tested for negative press to be

handled by the SMS with notification to the President and ED. This will ensure that the appropriate people will be apprised of the issue and will respond in an expeditious way.

- a. Erich noted he can distribute to staff the names of all committee chairs.

5. Membership status (Karen)

- a. Noted that we have lost 800 members in the latest count.
- b. Rick: Three "mom & pop" parks in Texas have been sold to non-nudist owners.
- c. Discussed new club mentor plan. Rick asked for an electronic copy and Cyndi will follow up
- d. Erich: still calling direct members but not club members...Clubs need to do this.
- e. Karen: questioning if club members would benefit by managing their own accounts. Would this be welcomed or not by clubs?
- f. Auto-renew would remove need to remember.
- g. Charlie: hoping WNBR will facilitate signing up 'newbies.'

6. Social Media/Website

- a. WINR: celebration of women, esp. International Women's day
- b. WOW; Andee's WINR website outstanding especially campaign with women choosing, displaying and explaining a word or phrase describing feelings about self and/or nudism
- c. Linda has posted on all social media; campaign needs to be disseminated through all our regions
- d. Evan noted the need to publish/post more on why AANR advocacy important.

7. Impexium update (Erich)

- a. 4 club COs changed and require recertifying and training which takes about 1-1/2 hours
- b. 3-5 clubs congratulated for taking training in Weekly Report
- c. Carolyn also calls and sets up appointments for clubs who haven't trained
- d. Inquiry about video training. Erich noted they are still working on it.

8. Additional/miscellaneous

- a. Increase in price for mailed Bulletin
 1. Erich was asked how Bulletin cost would be paid. Concern that April renewals almost upon us. Would this be a separate charge?
 2. Arlette: Custom field on Impexium can be developed that would address charge.

9. Next meeting: Monday, April 17, 2023 @ 8PM EST

**PUBLIC RELATIONS/MEMBERSHIP MARKETING
JOINT COMMITTEE REPORT**
February 20, 2023; 8 PM (EDT)

Public Relations (PR)

Ronna Krozy
Bob Dixon
David Skaggs
David Berry

Evan Nix
Jay Summers
John Waldron
Karen Lahey

Lee Vaughn
Mark Amyotte
Mark Sprong
Maryanne Rettig

Rick Turrentine
Stephanie Brown
Timothy Sargent

Membership Marketing (M&M)

Karen Lahey
Andee Rogers
 Arlette Lowery
 BG Parkes

Charlie Bliss
 Gary Mussell
 George Oberle
 Gloria Waryas

Linda Weber
 Margie Cantlon
Richard Dewey
 Ronna Krozy

Ted Peck
Walt Stephens

Invited Officials and Staff

Amy Rollins
Bob Roche
 Cyndi Tendick
 Donna Jennings

Erich Schuttauf
Jeff Baldassarre
Judy Mason
 Kathy Watzel

Lucy Heide
 Mark Huenison
 Mitch London
 Ralph Collinson

Richard Quigley
 Tim Mullins

***Attendees bolded**

Agenda:

1. Introduced Richard Dewey...mentioned potential as new business offering nude meditation to AANR members. Richard noted with members' agreement the benefit and need for AANR to increase participating businesses.
2. Social Media Subcommittee (SMS) update (Timothy & Lee)
 - a. AANR Negative Press Guide (ANPG)
 1. The ANPG was drafted by Evan Nix and distributed to Committee. Evan explained his use of Chat GPT to help formulate the Guide. (Note: Chat GPT is a fascinating use of AI that creates algorithms from a pre-programmed computer-based combination of questions and answers. It is a type of artificial intelligence that can understand and generate natural language text.). The Guide received positive feedback.
 2. Questions/considerations re ANPG posed by John Waldron, FL PR
 - a) How frequently does negative press occur - both on national level and regional?
 - 1) Jeff noted about 2% of the time
 - b) Are there categories with levels of urgencies on when to handle them?
 - 1) Examples: Where sex is inferred, use of term 'colonies,' unsafe for children, naked old age home, 'guilt by association' through inadvertent reference to unapproved venues. Rick noted that several years ago, a very large Dallas newspaper printed damaging messages prompting Evan to emphasize analyzing reach and source.
 - 2) Need to be certain that issue warrants attention and the best way to respond without appearing overly defensive.
 - 3) Need to also take advantage of/acknowledge positive press.
 - c) Are these guidelines for the AANR headquarters which are to support the regions or is it suggesting that every region should set up this process?
 - 1) Initial intent is to be a resource for this joint committee and SMS; however, it may be valuable and should be available to regions and clubs as well.
 - 2) Tim noted with agreement of members that negative press be quickly transmitted to the SMS which has regional representation to maintain consistency and document these occurrences.
 - 3) Walt: send cc to office for consistent messaging
 - d) Handling negative press require expertise in the subjects of marketing and media relations. Writing an effective press release is an art. Do we have that in each region?

- 1) Should have boiler plate available to help craft not only responses to negative comments but positive statements.
- 2) Evan: requires knowing the strategic way to use press releases, for example, our conventions
- 3) Especially important to be 'out there' for our special events (WNBR, Volleyball tournaments, nude racing series, etc.) and utilize the expertise of Mary Jane Kolassa, the PR Consultant.
- 4) Jeff mentioned Newswire (www.newswire.com) a paid service that pitches info so that appropriate contacts pick up stories.
- 5) Also emphasized was the need for building relationships with the various media. This takes time and consistency to accomplish.

e) What about training?

- 1) Ronna: We can upload Susan Weaver's Media Training DVD to the website. Susan, now deceased, was a past AANR President and PR Chair who was an expert in PR. While the video is old (13 yrs) the information is still relevant.
- 2) Per John Waldron: There is a need for "...**training** our new directors and volunteers in their job functions at our bi-annual meetings. ... One of AANR's top priorities ... should be to train people for success of the organization." This is another area that needs to be further discussed.

f) Do regions...have...time or funds to follow through ...? Surveys are great for getting a grip on how people feel...but...takes expertise and ... money ...

- 1) This aspect needs to be addressed further.

3. AANR national or regional news (regional reps)

- a. Cape Canaveral beach road is still impassible from the storm damage, one must park further away and walk; Playa Linda also sustained damage but nudists are being allowed to enjoy a closer part of the beach.

4. Meet & Greet Update (Karen if available & Walt)

- a. Tips for Moderators...drafted by Richard Dewey was distributed and we are gradually building a set of moderators for our different themes.
- b. Karen reported that the motion to support the Meet & Greets for AANR members and other nudists was approved and the funding for Zoom will continue
- c. Still seeing up to 150 people who are joining at 7:30 PM EST and staying on until 11
- d. Open to new ideas but existing chatrooms are being well attended
- e. Ham radio group has decided to meet once/month so that they can attend other topics.
- f. Karen created cards advertising the Meet & Greets and Naturist Hub and distributed them on the Nude Cruise.

5. Membership status (Karen: deferred to n3xt meting)

6. Social Media/Website ...

- a. Based on discussions, statement of advocacy added to member benefits as first item
- b. Bulletin \$20 charge for mailed paper version; some concerns are being raised especially when other benefits such as discounts are not being used. (Maybe an article to explain this and how AANR monies are used.)
- c. Noted that nWebite SSL had expired and needed a valid certificate

7. Impexium update

- a. Erich noted that over 100 clubs trained and averaging 3/week. AANR reaching out to clubs that haven't requested training and some clubs are needing repeat training due to change in club officers. Training video would help since, as Dave noted, there could be a time lag.

8. Additional/miscellaneous
- a. Children being present during Meet & Greets. Discussed with legal counsel input and decision not to have them present because of state and local rules, regulations, interpretations and future litigation pertaining to minors being viewed or seeing others nude. This to be announced at next M&G.
 - b. Andee noted that the movie filmed at Serenity Mountain, *Somebody I Used to Know*, was available on Prime Video. She will write an article about this. (Note: RK watched it and found it entertaining; good interview with a woman nudist and quick glimpse of Andee!).
9. Next meeting: Monday, March 20, 2023 @ 8PM EST

**PUBLIC RELATIONS/MEMBERSHIP MARKETING
JOINT COMMITTEE REPORT**
January 16, 2023; 8 PM (EDT)

Public Relations (PR)

Ronna Krozy	Jay Summers	Mark Amyotte	Stephanie Brown
Bob Dixon	John Waldron	Mark Sprong	Timothy Sargent
David Skaggs	Karen Lahey	Maryanne Rettig	
Evan Nix	Lee Vaughn	Rick Turrentine	

Membership Marketing (M&M)

Karen Lahey	Charlie Bliss	Linda Weber	Walt Stephens
Andee Rogers	Gary Mussell	Margie Cantlon	
Arlette Lowery	George Oberle	Ronna Krozy	
BG Parkes	Gloria Waryas	Ted Peck	

Invited Officials and Staff

Amy Rollins
Bob Roche
 Cyndi Tendick
 Donna Jennings
 Erich Schuttauf
Jeff Baldasarre
Judy Mason
 Kathy Watzel
 Lucy Heide
 Mark Huenison
 Mitch London
 Ralph Collinson
 Richard Quigley
 Tim Mullins

***Attendees bolded**

1. Members

- a. Dave Berry AANR-Florida Director attended in behalf of Maryanne Rettig. Dave has been very active in AANR-Florida and has his own travel group of 200. He started this group on Meet-Up and recently prepared a brochure which he plans to share, explaining how to utilize Meet-Up to establish a travel group.
- b. Unfortunately, Ash Lyons has withdrawn from the committee
- c. Max Schuttauf checked in and reported on his father's positive recovery

2. Social Media Subcommittee (SMS) update (Timothy & Lee)

- a. The updated Social Media Guidelines (SMGs) were finalized and received good feedback.
- b. Stressed importance of regional representation and buy-in of the SMS, especially to suggest/share ideas.
- c. Need for preparation and training for press rebuttal, i.e., an AANR response to negative press. Evan and Karen: need a 'boiler plate' and way to 'flip the script.'
- d. Mentioned using Google alerts to inform PR and SMS of erroneous or damaging reference to social nudism. Discussed briefly when it is imperative to respond immediately and when to let something 'fade away.' Rick (SW PR) gave example of past news about sexual scandal involving minors and one about kids going to 'colonies.'
- e. Discussed concern re Undressed Press including an article mentioning Caliente and AANR. We need to assure that 'mixed messages' are not inadvertently sent.
- f. Much discussion of what we need: much more public messaging about our advocacy role, social nudist ethics, education on what social nudism is and is not, etc.

3. AANR national or regional news (Officials and/or regional reps introduce selves)

- a. Charlie (East PR) mentioned Niagara Naturists are sponsors of WNBR; Richard Bonn, a video maker is producing promotional videos which the East Board will be discussing
- b. Dave Berry (FL) discussed how he has used MeetUp.com to create nudist interest groups. For example, the Jacksonville area has only one other club within 60 miles. His new club has 250 members, is an inclusive AANR chartered group which holds house parties and supports all FL clubs, beaches and advocacy groups.
- c. NW midwinter board meeting sponsored by a travel/non-landed club and took place in a member's house.

4. Meet & Greet Update (Karen & Walt)

- a. Over 100 people each meeting learning to be comfortable and to share and now over 1600 people have asked for an invitation to AANR Online.
- b. We now have list of moderators and leadership team, moderators training guide and chat room descriptions
- c. Every meeting outlines social norms and behavioral expectations and what excludes people from meetings along with info about AANR and why it is important to be part of our AANR community
- d. M&Gs are providing a public service; promoting marketing and branding
- e. Segued into discussing PR as both a tool to correct something wrong as well as the process to promote a positive image and feeling about our organization. This impacts marketing identifying a need to teach marketing strategies to clubs. Since every member has the potential to be an ambassador, teaching them how to share they are nudists along with understanding and how to influence local politics are also essential PR/Marketing skills.
- f. Toastmasters group will not continue as they don't want a separate AANR group and there hasn't been sufficient commitment of participants to proceed.

5. Membership and support
 - a. Bob (WC): What programs can regions roll out to support direct members. What funding can regions provide?
 - b. Karen: Direct members stay constant, club members decrease; suggests a regional trustee mentor clubs with decreasing numbers; notes that NW offers free web hosting for their region and clubs
 - c. Bob: need to identify target audience and who needs help
 - d. Timothy: MW needs more social media engagement; need to connect through social media; Laura from WC participating...need to set up accounts
 - e. Date: Directs often feel disconnected
 - f. Gary: need to identify and announce ourselves as a membership organization, not a club organization; M&Gs doing great job, clubs need to do same; need to think outside club box and direct more energy to engage new/non-club members.
 - g. Evan: Bulletin is major benefit to learn nudist history, gain community; may need some change to help build a coalition by publishing more in Undressed Press as 'lure.'
 - h. Walt: Send Bulletin link to members; question if enough staff to enhance ads, increase content,

6. Social Media/Website
 - a. Nudist Hub is continuing to grow. Linda noted that some people think they need to be members of AANR and join for that reason. She is working with George Oberle to create a survey to try to determine how many NH participants are in fact AANR members.
 - b. Karen mentioned Reddit's 97K nudists and that 9-10K see posts. Need to do more posting about AANR's mission and why strengthening our membership base helps to protect, promote and expand social nudism.
 - c. Gary: we should look at regional/club newsletters to find articles for promotion on web or Bulletin.

7. Impexium update (defer until next meeting)

8. Additional/miscellaneous
 - a. Canaveral beaches experienced storm damage with road wiped out. AANR FL volunteered assistance but could not proceed due to specific requirements. Playa Linda also experienced damage.
 - b. Karen: arranging gathering of the M&G people who will be going on the Bare Necessities nude cruise.

9. Next meeting: Monday, February 20, 2023 @ 8PM EST (Walt to be admin in Karen's absence.)

AANR Press Response Guide

The American Association for Nude Recreation is committed to promoting, protecting and educating society about the values of safe, appropriate nude recreation. As part of this commitment, it is important that we monitor and respond to negative press that may impact the reputation of the association and the nudist community as a whole. It is also equally important to exercise discretion when deciding which pieces of press warrant a response. Not every piece of negative press is derogatory or damaging enough to warrant a response. Responding to every comment, regardless of its content or reach, can dilute the effectiveness of our responses and divert resources from more important issues.

The purpose of this guide is to provide members and volunteers with a clear and consistent process for identifying, evaluating, and responding to negative press about nudists and nude recreation. The following guidelines can help to ensure that our responses are timely, professional, and effective and are targeted and strategic, maximizing their impact and protecting the reputation of the association and the nudist community:

1. **Establish a process for monitoring the media** for negative press about nudists. This could include setting up Google Alerts for relevant keywords, monitoring social media, and keeping an eye on traditional news outlets.
2. **Develop criteria for determining whether a piece of press is derogatory or damaging enough to warrant a response.** This could include factors such as:
 - a. *Tone*: Is the article written in a negative or derogatory tone? Does it use pejorative language or imagery?
 - b. *Reach*: How widely read or viewed is the publication or platform? A piece in a national newspaper would likely have a greater reach and impact than one on a local blog.
 - c. *Factual inaccuracies*: Does the article contain factual inaccuracies or misinformation about nudists or nude recreation, or does it present facts out of context in an attempt to sensationalize or misrepresent the truth?
 - d. *Audience*: What is the target audience of the publication or platform and how would they likely perceive the article?
 - e. *Credibility*: How credible is the source and the author of the article?
 - f. *Impact*: How does the article impact the reputation of the association and the mission of promoting nude recreation in a safe and appropriate way?
 - g. *Provocation*: Does the article call for or incite negative action, discrimination or harassment against nudists?
 - h. *Privacy invasion*: Does the article contain sensitive or private information about individuals or groups, or does it include defamatory and erroneous information?
 - i. *Public Opinion*: How does the article impact the public opinion about nudists, nudism and the association.
3. **Establish a protocol for escalation** of negative press to the PR Committee if it meets a certain threshold of severity based on the above criteria. The protocol should be clear and made known to volunteers and members of all AANR committees.
4. **Establish a communication plan** that outlines the steps that need to be taken including who is responsible for communicating with the public, members and the press.
5. **Create a system for responding to negative press.** This could include writing a press release, reaching out to the author or editor of the piece, or issuing a statement on social media.
6. **Create a process for measuring the effectiveness of your response** in terms of changing public perception.
 - a. *Media monitoring*: Use tools such as Google Alerts, social media listening tools, and media monitoring services to track mentions of the association and the topic of nude recreation in the media. This can help you to identify any changes in the tone or coverage of the topic.
 - b. *Social media analytics*: Use tools such as Facebook Insights, Twitter Analytics, and Instagram Insights to track engagement with your social media posts and measure the reach of your response.
 - c. *Surveys and polls*: Conduct surveys and polls to gauge public opinion about the association and the topic of nude recreation before and after your response.
 - d. *Online reputation/brand management*: Use tools such as Reputation.com, Brand24, and Mention to measure and track the association's online reputation and identify any changes in the sentiment of online conversations.
 - e. *Website analytics*: Use tools such as Google Analytics to track the traffic to your website and measure the engagement of your audience with your content.
 - f. *Press Release tracking*: Use tools such as PR Newswire, PR Web and Business Wire to track the distribution and reach of your press releases, and measure the engagement of your audience with your content.
 - g. *Feedback*: Use tools such as email, phone, or online form to gather feedback from members, supporters, and the public.
7. **Create a process for tracking and storing any negative press** and responses for future reference.

It is important that any response by AANR as an organization should demonstrate a positive and professional tone, aimed at educating the public on the benefits and values of nudity and the activities of the association. However, it is equally important to avoid over-responding or responding in an emotionally charged or unprofessional way as this can damage our reputation and hinder our efforts to normalize and destigmatize nude recreation.

This guide can be helpful but only if your committee can put it into action using the following steps:

1. *Assign tasks and responsibilities:* Members of the PR committee should be responsible for implementing the actions outlined in the guide. For example, one member can undertake setting up media monitoring tools, while another drafts press releases.
2. *Set deadlines:* Establish a time frame for completing tasks and achieving milestones, such as launching a social media campaign or issuing a press release.
3. *Communicate progress:* Schedule regular check-ins to review progress, assess the effectiveness of your responses, and make adjustments as needed.
4. *Provide training:* Members and volunteers need to learn the systems and plans outlined in the guide, such as how to use media monitoring tools or how to write a press release.
5. *Conduct a mock exercise:* Role playing a situation allows you to test the systems and plans in place as well as identify issues or adjustments needed in your plan.

In summary, this guide should help you to

- identify and respond to negative press about nudists and nude recreation
- understand the importance of monitoring the media
- establish criteria for determining whether a piece of press warrants a response
- create a system for responding that includes tools such as press releases and social media S
- value feedback from members, volunteers, and other stakeholders, and make necessary improvements based on the feedback
- identify the person(s) responsible for communicating with the press, social media, etc.
- highlight the importance of exercising discretion regarding any decision to respond to ensure that responses are targeted and strategic
- establish a protocol based on severity of threat for escalation of negative press to the board of directors and other
- create a plan for communication and measuring the effectiveness of the response.

Overall, we hope this guide provides a comprehensive and practical action plan for addressing negative or erroneous press related to nudism, nudists or AANR. We welcome comments or suggestions to improve.

Submitted by Al Gilewicz

2023 Buffalo World Naked Bike Ride

The AANR community has taken the initiative to become the first sponsor of the 2023 Buffalo World Naked Bike Ride. The 7th annual ride in Buffalo will be held on July 22nd with an approximate 2-hour ride followed by an after party with beverages, pizza, and DJ music. And Buffalo in the summer can be an awesome experience! The net proceeds this year will go to the Colored Girls Bike Too that promotes safe cycling and diversity in the community.

This joint sponsorship was developed to have a greater community of naturists sponsor the event to educate people that we are many and we are diverse. And by reducing the cost structure for each group the event becomes more financially appealing and a good model for other AANR regions, landed and non-landed clubs to follow.

The organizations sponsoring this year's ride are AANR Kissimmee, AANR East Region, AANR Education Foundation, Black Naturists Association, and the first one to jump on the bike, the Niagara Naturists.

At the after party, local club members have volunteered to staff the booth, man the bar and food table, and meet and greet riders while promoting the AANR naturist community. More details will be sent to various clubs within an easy drive during late May and into June.

So mark July 22nd on your calendar for the 2023 Buffalo World Naked Bike Ride and come spend a day riding or weekend exploring Buffalo and all it has to offer.

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 2022 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.

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

AANR East Youth Leadership Camp 2023 is well into the planning stage with camp staffing and the leadership workshops for session in July.

The theme this year is the Circus, Under the Big Top, with Nudles saying “Come one, Come all”.

The camp will be held in Georgia. The host club has found some volunteers who have assisted part time with past camps to commit to full time, as well as past campers who are adults now volunteering. We also have more “Nude U” committed. Looks like a promising camp.

EDUCATIONAL GRANTS

Submitted by Mary Fleck

There have been 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.
- 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!

FACEBOOK

Submitted by Charles Bliss, Shaun Card

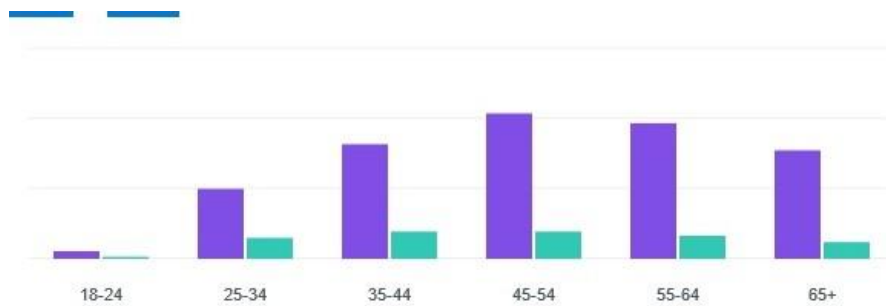
Shawn and I received administrative rights to the AANR-East Facebook page about a month ago from the time that this was written. Since then, several items have been posted including the election notice.

There are about 8000 followers of the page.

Page overview Last 28 days

Discovery	
Post reach	1,168
Post engagement	246
New Page likes	21
New Page Followers	54
Interactions	
Reactions	41
Comments	4
Shares	5
Photo views	28
Link clicks	

The following graph indicates the demographics of people viewing the page.



WEBSITE

Submitted by Mary Fleck

The website is a work in progress but has been updated to a new look. We are in search of news or articles that can be posted on the website. If you are interested in writing, please forward your article to me, secretarytreasurer@aanr-east.com.

ROVING AMBASSADORS

We currently do not have any roving ambassadors. A motion was presented 2 years ago during the Outboard meeting to provide all of the required/needed information.

CLUB LIAISONS

Submitted by Mary Fleck

We did some reassigning on the club liaisons. Now that the weather is warmer, all of our clubs should be open and the liaison folks should be contacting their respective clubs. They have kept me posted on their activities and I provide them with the information for distribution to our clubs.