

PRESIDENT'S REPORT

Robert Roche

Our AANR-East Summer Meeting was held at Pine Tree Associates in Maryland on June 17-20, 2024. The 2024 Outboard Meeting was conducted on Tuesday, June 18, 2024. The only Director not in attendance at our Summer Meeting was Judy Turner, who had been excused. Our Regional Trustee, Sandra Cordell, was present at all of our meetings. The minutes of the January Interim Board meeting were accepted as presented.

Albert Gilewicz and Charles Bliss requested \$100 to sponsor the World Naked Bike Ride on August 3, 2024, held in Buffalo, NY. Al stated that this will be the second year that we would be sponsoring the bike ride. The request for funding was approved.

It was also approved for the region to coordinate with the AANR Education Foundation to develop guidelines and procedures to implement on a trial basis the social media management platform Loomly to improve and increase social media outreach and presence for potential inclusion of up to four (4) other organizations. Al and Shaun were appointed to an Ad Hoc Committee to develop guidelines and procedures.

A discussion was held regarding background checks that the clubs can use to check visitors and members. Sandra proposed that AANR hold all new members requesting Life Membership for a period of time, to allow background checks. She also stated that clubs have been requesting that AANR do background checks on all direct members.

This year, the Board Gift was personalized can coolers/mugs. They were well received and beautiful.

The 2024 AANR-East Regional Assembly was opened with the invocation and the national anthems of both the United States and Canada on Wednesday, June 19, 2024. Under Internal Administration, IA, Bob Roche did not have any complaints. Mary stated that the Interim Meeting will be held at White Tail Resort with the meeting dates of January 24-26, 2025, with travel days being the 23rd and 26th of January.

Under Membership/Marketing Lisa Marie and Al will work on an Ad Hoc committee to see if we can create a "round robin" type of sporting events that our clubs can participate in. Possible events are 5K runs, volleyball, water volleyball, pétanque, Pickleball and any other ideas that the Ad Hoc committee comes up with. More to follow later in the year.

There were no submissions for the Educational Grant & Awards, nor were there any submissions for our honorary awards. The 2024 Bill Falconer Award (largest percentage increase of new AANR members) was presented to Avalon. Whispering Pines won the Ellie Mae Falconer Award (largest number increase of new AANR members). Barbara Potter, Manager of Pine Tree, was also presented with an award to celebrate their 90th anniversary. Barbara also received a lovely bouquet of flowers for all the hard work that she did to provide us with great Summer Meetings.

Erich Schuttauf, AANR Executive Director, spoke to the Regional Assembly via ZOOM. He shared current events and issues. Erich also touched on the Lobbying efforts in Florida, Wisconsin and Puerto Rico.

Mary Fleck reported that we did not have any paper ballots returned this year and there were only 40 individual voters on our web site. This represents a 0.67% voter turnout, which is very poor for our region. Bob announced that the three elected candidates were Lisa Marie Jackson, Al Gilewicz and Shaun Card. Carolyn Hawkins of the AANR Office presided over the installation of the newly reelected directors.

The 2024 Inboard Meeting was held on Thursday, June 20th. Mary reported that we had received SMS cash and checks totaling \$264. Barbara Potter, GM of Pine Tree, gave the Board a presentation regarding Pine Tree hosting the Annual Summer Meetings again next year. They were approved to host our meeting, and the dates will be June 16-19, 2025. Travel days are June 15 and 20. The dates have been amended to June 23-26 and the travel dates are June 22 & 27 2025.

During this meeting it was decided to create a background check Ad Hoc Committee to protect future and current members of all races, sex and age from pedophilia to sex trafficking, including the use of criminal background checks to assist all clubs and the region in determining the ability of any individual for membership. The Ad Hoc Committee will report to the January Interim Meeting with the recommendations.

Automating a regional newsletter was discussed to improve communications with AANR-East members possibly via LinkedIn and LinkedIn Pulse to increase user engagement and reduce resource usage. They proposed a broader communication strategy that includes various methods, such as social media, email blasts, and other utilities, to connect with members more effectively. Charles will give us an update at the January Meeting.

Mary Fleck was unanimously appointed as the AANR-East Secretary/Treasurer for the year beginning August 2024. The budget for the upcoming fiscal year was also approved.

During our stay at Pine Tree they were presented with 90th Anniversary plaques from both AANR-East and AANR international. There was a great Monday night social provided for us with a "Tiki Bar" theme. Their members also hosted Karaoke in the Glade and the Single Malt Scotch tasting. They were very accommodating hosts, and we certainly appreciate their hospitality!

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.

REGIONAL TRUSTEE REPORT

Sandra Cordell

I traveled to Shangri La Ranch in AZ in August. It was warm, no just plain hot. We had a nice time learning about the local wildlife and how to survive on cactus if we got lost in the desert. Shangri La did a great job hosting the annual convention.

Several topics were discussed such as regarding how to get more members and what more we can do for our members and clubs. Also in great discussion there was the government affairs and potential issues arising in some states that may put our nudist rights in jeopardy. Rest assured, our Government Affairs team is on top of these issues and making strides to address them.

Still, one of the most active committees is the AANR Membership Marketing/Public Relations. The AANR Online Meet & Greet taking place the 1st and 3rd Thursday evenings of each month is still a big hit. The various breakout rooms offer plenty of 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 300 others, both AANR members and non-members. I have to say it was interesting to chat with others about whatever comes 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.

CLUBS and MEMBERS: There is a big ongoing 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.

AANR -East:

I am working along with the East Board to contact the club owners to discuss various issues with them to give direction to the Board and also how we can assist them. Most clubs are closed for the winter, but we will continue to make the attempts to contact them. The biggest concern is potential closings and loss of membership, so direct conversations with the clubs may help point us in new directions.

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.

I look forward to attending the Eastern Regional Board meeting on Jan 17-19, 2025 at White Tail Resort in VA and the AANR Board meeting at Suwannee Valley in FL on Jan 31 - Feb 2, 2025.

SECRETARY/TREASURER'S REPORT

Mary Fleck

As usual, the past year has been busy. Our ruling documents are current and posted on our website. 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.

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 received \$264 in pledges from the Single Malt Scotch event that we held after Regional Assembly June 19th. As of this writing, I have received all of the funds that were pledged.

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 I am on the Branding Committee. Reports from both areas are provided in detail in other sections of this report.

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

The advocacy and alliances report has pursued several items through December 2024.
In no specific order:

Club Assistance – worked with the Rock Lodge Club of New Jersey in support of their efforts to hold a Winter Pool Party. Committee members aided in venue contracts, proposed ticket sales, and the development of an email notification plan to advertise the event should ticket sales be slow. The event, scheduled for late January 2025 has been sold out eliminating the need for the email blast advertising plan.

Loomly Social Media Management Platform – approved by the East Board, a committee was established to evaluate the use of a subscription based social media management platform. Recommendations were sent to the Board for review, discussion and action.

East Email List – Landed and Non-landed Clubs – in the process of investigating the use of Loomly problems with the East Region club (landed and non-landed) email list were encountered. Communications were established with the region’s webmaster to discuss how best to clean up the email list. This need was identified and included in the Loomly report to the Board. Rather than waiting for Board action, individual clubs have been reviewed and email updates started.

East Region 5K Run Series – approved by the East Board, a committee was established to evaluate the interest by landed clubs in the region to participate in 5K Run Series. The result was significant interest with 7 clubs agreeing to participate. A plan of action was submitted to the East Board for review and action with implementation in 2025. Additional steps have been identified that require early 1st quarter 2025 action to be taken.

Miscellaneous – responded to several east region members in their quest to increase activities and potentially increase the membership in AANR.

FINANCE KRA
Sandra Cordell, Team Leader

I review the monthly QuickBooks reports provided by secretary/treasurer Mary Fleck and discuss any issues with President Bob Roache. The 2025 budget will be reviewed at the January meeting and add any changes if necessary.

BRAND KRA

Melody Bage, Leo Blake, Charles Bliss Team Leaders

MEMBERSHIP/MARKETING

Submitted by Melody Bage

As a special project, a survey was developed to address the procedures/process being used by clubs in the region to conduct background checks. To date, seven clubs have responded. An analysis of responses will be provided at the upcoming Mid-Winter Board meeting.

Other than Pine Tree, there has been no additional communication with clubs on my liaison list. Even though I have confirmed emails and phone numbers, no returns have been made.

PUBLIC RELATIONS

Submitted by Charles Bliss

Due to a reorganization by the new AANR President, I am no longer on the AANR Public Relations/Membership Marketing Committee/Social Media Sub Committee. The new committee does not have representatives from all of the AANR regions. Ronna Krozy is the only person from AANR-East who is on the committee. I was not told that I was no longer on the committee and only found out when my login credentials for the meeting didn't work. I have not gotten any meeting minutes or reports from their meetings.

WINR (Women in Nude Recreation)

Submitted by Liz Tharrington

I recently joined the WINR (Women in Nude /Recreation) committee with Judy Turner. I help moderate the WINR room in the AANR Zoom bi-monthly Meet and Greets and was previously on the WINR committee for AANR West.

The WINR Women One Word (WOW) campaign was started to encourage women to accept and love themselves. The WOW campaign calendars for 2025 are available for sale for \$20 + S&H. Please visit www.womeninnuderecreation.com or contact Andee Rodgers at andee.rodgers@aanr.com to order yours today. Proceeds go to the AANR Education Foundation.

I will be submitting an article for the WINR edition of the Bulletin. Other women are welcome and encouraged to write an article or poem on their journey into nudism/naturism. The deadline for submission is January.

Please let me know if you have any questions.

GOVERNANCE KRA

Judy Turner, Team Leader

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Fleck

The 2025 Interim Board Meeting will be held at White Tail Park in Ivor, Virginia as well as being available via ZOOM. The dates are January 24, 25 and until noon on the 26 if necessary. The travel days for officials are January 23 and 26. Login information is available on the schedule. Our Summer Meeting will be held at Pine Tree Associates in Annapolis, MD, June 23-26, 2025 with travel days for officials being June 22 and 27.

INTERNAL ADMINISTRATION

Submitted by Robert Roche

Nothing had been submitted that needed attention since June.

LEGISLATION

Submitted by Mary Fleck

There were no motions that the Board had considered since our Annual Summer Meetings and there is one motion for the Interim Meeting as of this writing.

MOTION: Move to add the following wording to 2 sections of Form #35 of the Procedure Manual Appendix as follows:

ELIGIBILITY

4. If an applicant does not have any of the above mentioned recreational vehicles or tenting equipment, they may make reservations for lodging at the host club, but reimbursement will not exceed the host club normal full hookup charge.

REIMBURSEMENT

2. Camping/grounds fees at a landed club with receipt. If visiting a non-landed club, overnight fees are not included. Room rental at a landed club is ~~not~~ included but reimbursement will not exceed host club's normal full hookup charge.

PURPOSE: To allow individuals that do not have their own RVs or tenting equipment to still apply as Roving Ambassadors but restrict reimbursement amount.

FISCAL IMPACT (if any): None

MAKER: Legislation Committee

GOVERNMENT & LEGAL AFFAIRS

Robert Roche

I have been trying to get on State Net for several months now with no success. I have been told by the AANR office that it is due to lack of funds.

NOMINATIONS

Submitted by Charles Bliss

There are three director's positions up for reelection. They are Leo Blake Term Expires

Charles Bliss Term Expires
Judith Turner Term Expires - Judy is term limited out.

Also, President Robert Roche and Vice President Melody Bage are term limited out.

I am not sure of the duration of the nominating committee that was appointed previously.

Irrespective of that, I have not been able to contact any of them. I have asked that an email be sent to all AANR-East members telling them about the nominating committee and canvassing for candidates. I have also asked that it be put in the Bulletin and will be put on Facebook.

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

Unfortunately, the Youth Leadership Camp of 2024 was cancelled, due to unforeseen health issues which caused staff to be unavailable to work camp a couple of weeks right before camp, and to transport the campers to the camp. We are eager for the Youth Leadership Camp of 2025, with the plans of Serendipity hosting the camp. We are hoping to find other clubs to host the camps in the future. We are hoping to build on the established supporting staff and Nude "U". We are eager to engage even more of our youth to the wonderful experiences of the Youth Leadership Camp.

EDUCATIONAL GRANTS

Submitted by Mary Fleck

We did not receive any submissions this past year.

AANR-EAST HISTORIAN/ARCHIVIST

Submitted by Melody Bage

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

AWARDS

Submitted by Mary Fleck

There were no submissions in 2024. Hopefully we will have some in 2025.

YOUNG ADULT NUDIST ENHANCEMENT

Submitted by Mary Fleck

This was discontinued at the AANR level, so it has gone into limbo in AANR-East.

CLUB LIAISONS

Submitted by Mary Fleck

The liaison list had been updated and hopefully all clubs have been contacted. I did not receive many reports.

WEBSITE

Submitted by Mary Fleck

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

An Ad Hoc committee was formed during our Inboard Meeting in June. The committee consisted of Albert Gilewicz as chair, Charles Bliss and Shaun Card. Following is their report.

The committee established to evaluate the potential use of the Loomly social media management platform in a test demonstration use offers the following comment for review and discussion with the Board. Based on these comments and discussion a plan of action can be established.

1. Loomly - the original discussions revolved around using the platform by the East Region and the Education Foundation. The base price is \$384 per year which allows for 2 users (East and EF) and 10 social media accounts. This is an ideal starting point but requires several decisions before implementation.
2. Action Items - in concurrent efforts there are several areas where the committee believes corrections need to be made before implementation. These items are:
 2. A. Email address list clean up - it has become apparent that the current East Region email addresses need to be cleaned up. The issue is why bother to adopt Loomly as a management platform if the current email list is outdated. Recent blasts sent to clubs have not been received or were sent to addresses not in use and clubs that have gone textile and no longer a nudist club
 3. B. Email procedures and protocols - the East Region webmaster has advised that sending out emails to clubs via blind carbon copy (bcc) may be “deferred” or not sent. In addition, large bcc mailings may be classified as junk mail by end users and worse, the sender may be sent to email “hell”. The risk of these actions preclude a recommendation to proceed unless and until the Board specifically understands these risks and decides if it wants to assume the responsibility of the negative impact to the users and their social media accounts.
 4. C. Current Club and Member Email Response - the current response to East Region email blasts is very low. The true value of a social media management platform lies in not overwhelming people with emails. If we are not getting a response now, for whatever reason, the Loomly platform will not necessarily improve that level of interaction, nor provide the insight as to what the clubs and the members want or expect of the Region. It is recommended that before adoption of a social management platform the Region increase its communications with the clubs and members using the email system. See item 2A above.
 5. D. Platform Users - both the Foundation and the East Region need to identify the designated users for their organization. This individual should be technically proficient in both email use and social media platform use.
 6. E. Roles and Responsibilities - the specific role of each user should be defined along with their responsibilities both to the Loomly platform and the other user(s).
 7. F. Social media sites content restrictions - the users must be aware of the restrictions on the social media site they manage to avoid being sent to places like “Facebook hell” resulting from inappropriate content.
 8. G. Loomly Upgrades - the platform does provide various upgrades to increase both the use of the platform (analytics and tracking) as well as the number of users and social media accounts. These upgrades all come with a price. It is recommended this be kept in mind during the test demonstration phase should the Loomly platform move forward.
 9. H. Other Users - If implemented by the Region and EF, this could be approached on a “by invitation” basis establishing a broader outreach to the AANR community. This should include expectations of behavior (posting content) and penalties for failing to abide by the rules

Please note that the committee has identified these items for Board review and consideration. They would apply to any social media management platform utilized.

The Board should develop a plan of action regarding a social media management platform or simply place it on hold. In the interim, it is highly recommended the issues regarding email communications be addressed.

FACEBOOK, Submitted by Charles Bliss

The AANR-East Facebook page has approximately 8800 followers, an increase of about 350 from my last report. The graph below shows the followers by age and gender.



Since the last board meeting, I have been trying to repost many of the postings that are on the main AANR Facebook page although not done daily, it is done every few days. I was also reposting items from club events. I had one complaint about a posting, that it was poorly formatted, but the post came directly from their page.

Although the Instagram account has been linked to the Facebook account, it is not showing the posts from the Facebook account. I believe that is because there is one more step that has to take place. There was an email that was sent to the page owner (AANR-East). That email must accept

the link to Instagram. I can't find out who the owner or email account is. The Facebook page shows the owner as AANR-East, but the icon is blank with no information. Sandy and I have talked with a person, Alec, who has volunteered to work on social media marketing. He is primarily a writer. He has investigated the cost of providing paid ads on various social media accounts. I would like to have him prepare a general paper on the benefits of being a nudist and then paying to boost the ad. Everybody who follows us would have access to the article. By boosting the post, any other person who has expressed an interest, would get the post. The following is his analysis:
 Morning Sandy and Charlie,

This report provides a detailed analysis of how a \$500 advertising budget could perform on Facebook and Instagram. The analysis includes cost breakdowns, estimated outcomes, and optimization strategies for maximizing return on investment (ROI). Please keep in mind that we may experience different results and to keep your expectations in check.

1. Overview of Advertising Costs

Facebook Ads

- Cost Per Click (CPC): \$0.26 - \$0.51 per click.
- Cost Per Thousand Impressions (CPM): \$1.01 - \$8.77 per 1,000 views.
- Cost Per Lead (CPL): ~\$5.83 per lead.
- Average Weekly Spend: \$25 - \$125, depending on campaign goals.

Instagram Ads

- Cost Per Click (CPC): \$0.50 - \$1.00 per click.
- Cost Per Thousand Impressions (CPM): \$2.50 - \$3.50 per 1,000 views.
- Cost Per Engagement (CPE): \$0.01 - \$0.05 per interaction.

2. Estimated Reach and Results

Facebook

With a \$500 budget:

- Clicks: 980 - 1,923 (based on CPC of \$0.26 - \$0.51).
- Impressions: 56,980 - 495,049 (based on CPM of \$1.01 - \$8.77).
- Leads: ~86 leads (assuming an average CPL of \$5.83).

Instagram

With a \$500 budget:

- Clicks: 500 - 1,000 (based on CPC of \$0.50 - \$1.00).
- Impressions: 142,857 - 200,000 (based on CPM of \$2.50 - \$3.50).
- Engagements: 10,000 - 25,000 (based on CPE of \$0.02 - \$0.05).

3. Platform Comparison

Metric	Facebook	Instagram
Average CPC	Lower (\$0.26 - \$0.97)	Higher (\$0.50 - \$1.00)

Metric	Facebook	Instagram
Average CPM	Lower (\$1.01 - \$7.19)	Higher (\$2.50 - \$3.50)
Engagement Rates	Moderate	Higher
Audience Targeting	Larger user base	Younger, visually-driven audience
Ad Formats	Versatile	Visual-heavy

Key Insights:

- Facebook offers lower costs per click and impression, making it more cost-efficient for reach.
- Instagram delivers higher engagement rates due to its visual nature and younger demographic.

4. Campaign Duration

Your budget's duration depends on daily spend:

- A daily spend of \$10/day would last approximately 50 days.
- A higher daily spend of \$25/day would exhaust the budget in 20 days.

5. Optimization Strategies

To maximize the effectiveness of your ads:

Targeting

- Use precise targeting based on demographics, interests, and behaviors to reach the most relevant audience.
- Leverage retargeting to engage users who have interacted with your brand before.

Ad Formats

- On Facebook: Use image ads for cost efficiency or video ads for higher engagement.
- On Instagram: Focus on Stories and Reels for dynamic engagement.

Creative Elements

- Use high-quality visuals and compelling ad copy tailored to each platform’s audience.
- Test user-generated content (UGC) for authenticity and relatability.

Performance Monitoring

- Regularly track metrics like click-through rate (CTR), cost-per-result, and return on ad spend (ROAS).
- Adjust targeting and creatives based on performance insights.

A/B Testing

- Test different ad variations to identify the most effective combinations of visuals and messaging.

6. Recommendations

To make the most of your \$500 budget:

- Start with smaller daily spends to test performance before scaling up.
- Split the budget between Facebook and Instagram to leverage their unique strengths.
- Focus on campaigns with clear objectives like awareness or conversions.
- Use automation tools in Meta Ads Manager to optimize delivery and bidding.

Conclusion

A \$500 advertising budget can achieve significant results if planned strategically:

- On Facebook, you might prioritize cost-effective reach and clicks.
- On Instagram, you could aim for higher engagement rates with visually appealing content.

By implementing targeted strategies and continuously optimizing campaigns, you can maximize ROI across both platforms while staying within budget constraints.

Roving Ambassador(s)

Submitted by Leo Blake

In August I made my first trip as AANR-East Roving Ambassador visiting three AANR-East Landed Clubs and staying three nights at each. The clubs I visited were Avalon Resort in West Virginia, White Thorn Lodge, and Pen-Mar Club, both in Pennsylvania. One thing I found talking to members at all three clubs is that they are all very proud of their clubs history and recently completed or upcoming improvements to their parks. In my meetings with each club's leadership I discussed having them urge their members to join AANR through their club and the benefits that they can have for the clubs. They all said it had been quite some time since they had been visited by an official representative of AANR-East and were happy to see someone come out.

At Avalon Resort they celebrated the reopening of "The Barn", their main activity building, over the 4th of July weekend. They don't know if they'll replace their lodge (hotel) which was lost to a fire a couple of years ago, but have been adding more cabins to increase space for people to stay.

White Thorn Lodge has been working to turn cabins that belonged to the family that founded the club into a museum of White Thorn and its history. For improvements they've recently improved the Wi-Fi throughout the park and added some additional full-hookup RV sites.

Pen-Mar Club has also been working to preserve the history of their club and have been looking at options to improve the Wi-Fi throughout the park.

My current plans for 2025 include visiting Bare Oaks Family Naturist Park in Ontario, Canada, Empire Haven in New York, and Sunny Rest Resort in Pennsylvania.

Twitter (X) & Instagram

No report submitted